

NEVADA

Nevada's Hispanic Community

NV Hispanics Are
YOUNGER

37 Hispanic
median age
vs 53 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$69,159
vs \$77,463 for
Non-Hispanic

Larger Hispanic
Households

4.5 Median
Persons per HH
vs 2.7 for Non-Hispanic

More Likely to
Have Children in
Household

67% Kids <18
in HH
vs 30% for Non-Hispanic

Renting Their
Homes

47% Rent
where they live
vs 31% for Non-Hispanic

2024 Nevada Hispanic Voter Profile

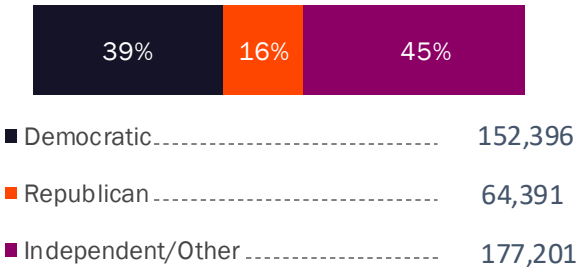
2024 HISPANIC REGISTERED VOTERS

393,988



22% of all registered voters

POLITICAL AFFILIATION

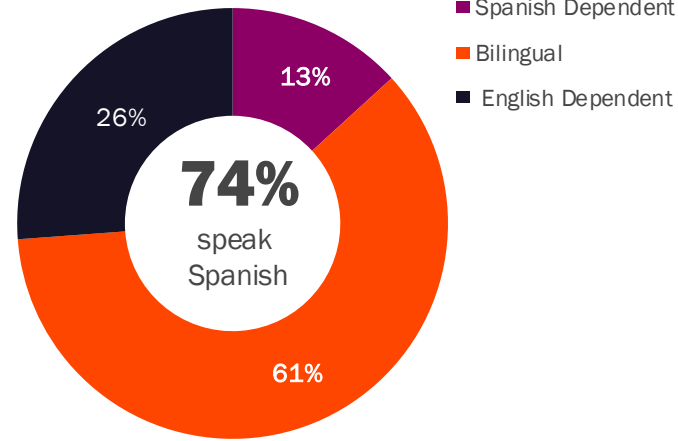


AGE DISTRIBUTION 18+

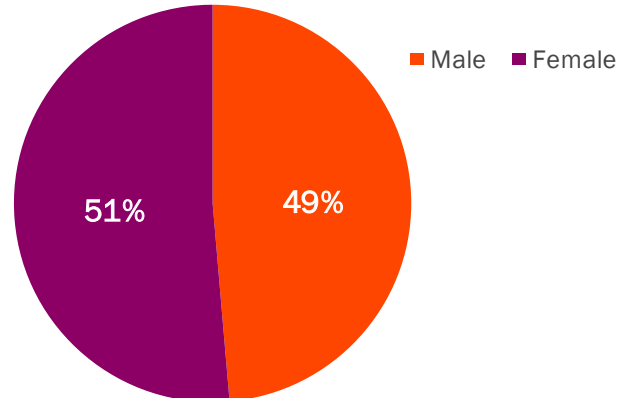
HISPANIC

18-34	43%
35+	57%
18-24	18%
25-34	24%
35-49	24%
50-64	20%
65+	14%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

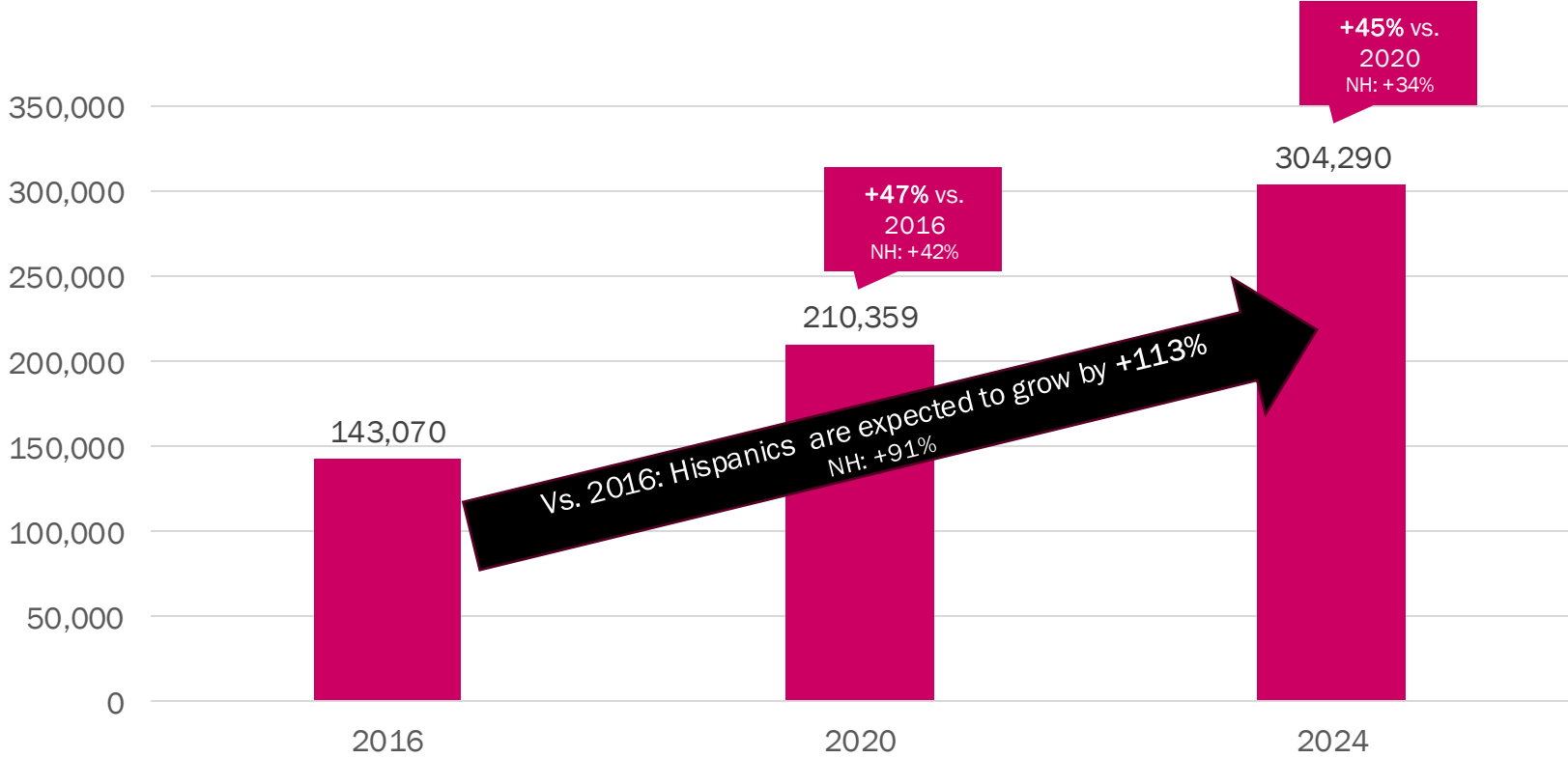
Total Hispanic Population 978,082

Mexican	726,603	74.3%
Central American	91,069	9.3%
Salvadoran	47,209	52%
Guatemalan	23,857	26%
Honduran	7,032	8%
Nicaraguan	6,450	7%
Panamanian	2,782	3%
Costa Rican	2,319	3%
Other Central American	1,420	2%
Caribbean	70,536	7.2%
Cuban	34,546	49%
Puerto Rican	31,466	45%
Dominican	4,524	6%
Other Hispanic	54,121	5.5%
South American	35,753	3.7%
Colombian	9,805	27%
Peruvian	8,648	24%
Ecuadorian	4,767	13%
Argentinean	4,055	11%
Venezuelan	3,256	9%
Chilean	1,614	5%
Bolivian	1,608	4%
Uruguayan	1,281	4%
Other South American	576	2%
Paraguayan	143	0%

2024 Nevada Hispanic Voters in Presidential Years

As OF 5/15/2024

2016-24 Presidential Elections Hispanic Voter Trend (2024 Updated Estimates)



Source: L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match Percentages are rounded.



TU & Media Predict
2024 Presidential Tracker

Nevada
August 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

Objectives

- Measure current landscape of the 2024 General Elections
- Assess voter sentiment towards current candidates and government bodies
- Understand key issues and their degree of importance as motivators to vote
- Compare and contrast Hispanic and Non-Hispanic voters

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Methodology

- Online survey of 950 likely voters ages 18+

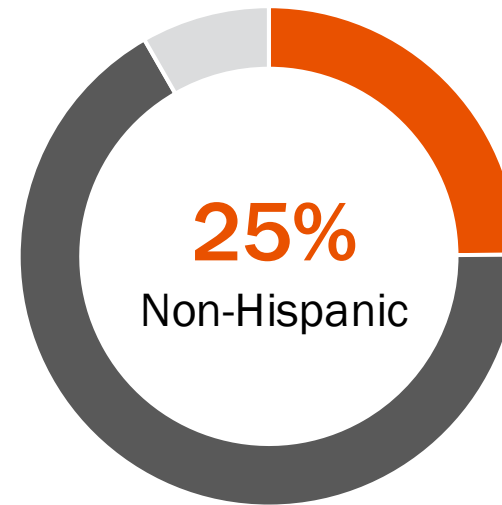
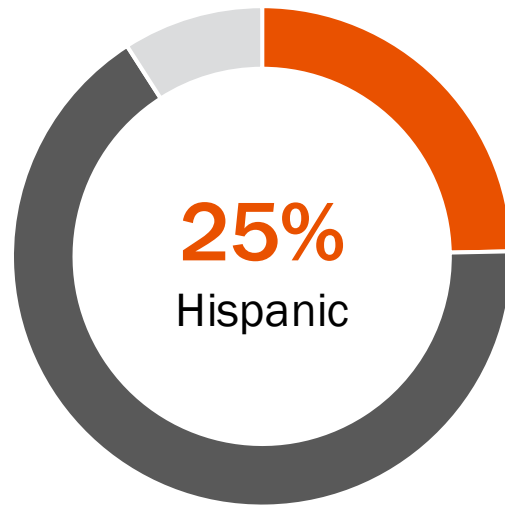
<p><u>A18+</u></p> <p>413 Hispanic (259 SpanDom/Bilingual)</p> <p>537 Non-Hispanic</p>
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- In field 8/1/2024 – 8/12/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.9% for Hispanics and 4.3% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 25% of Hispanics Believe U.S. is Headed in the Right Direction

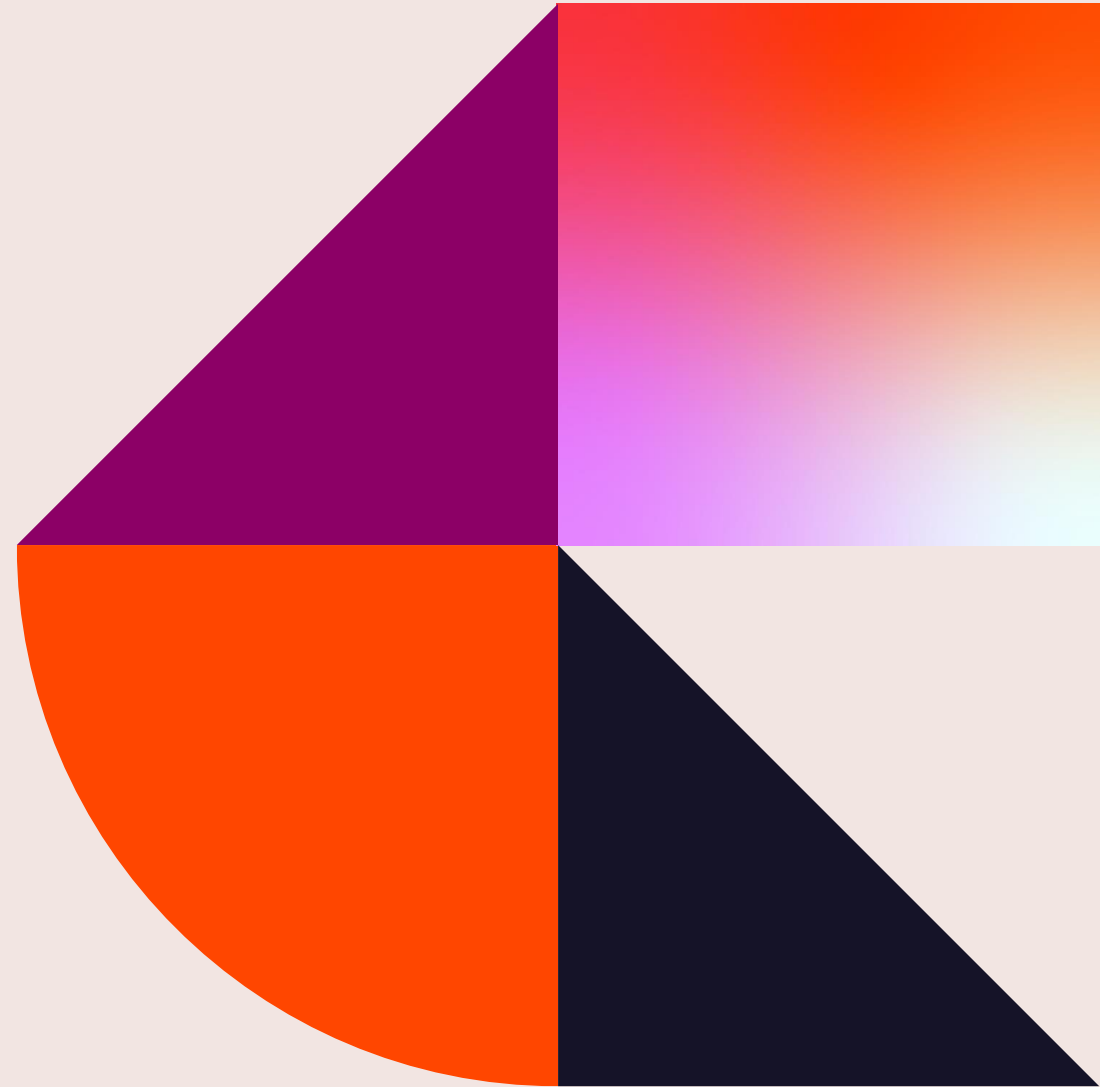
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



- Right direction
- Wrong track
- Unsure/I don't know

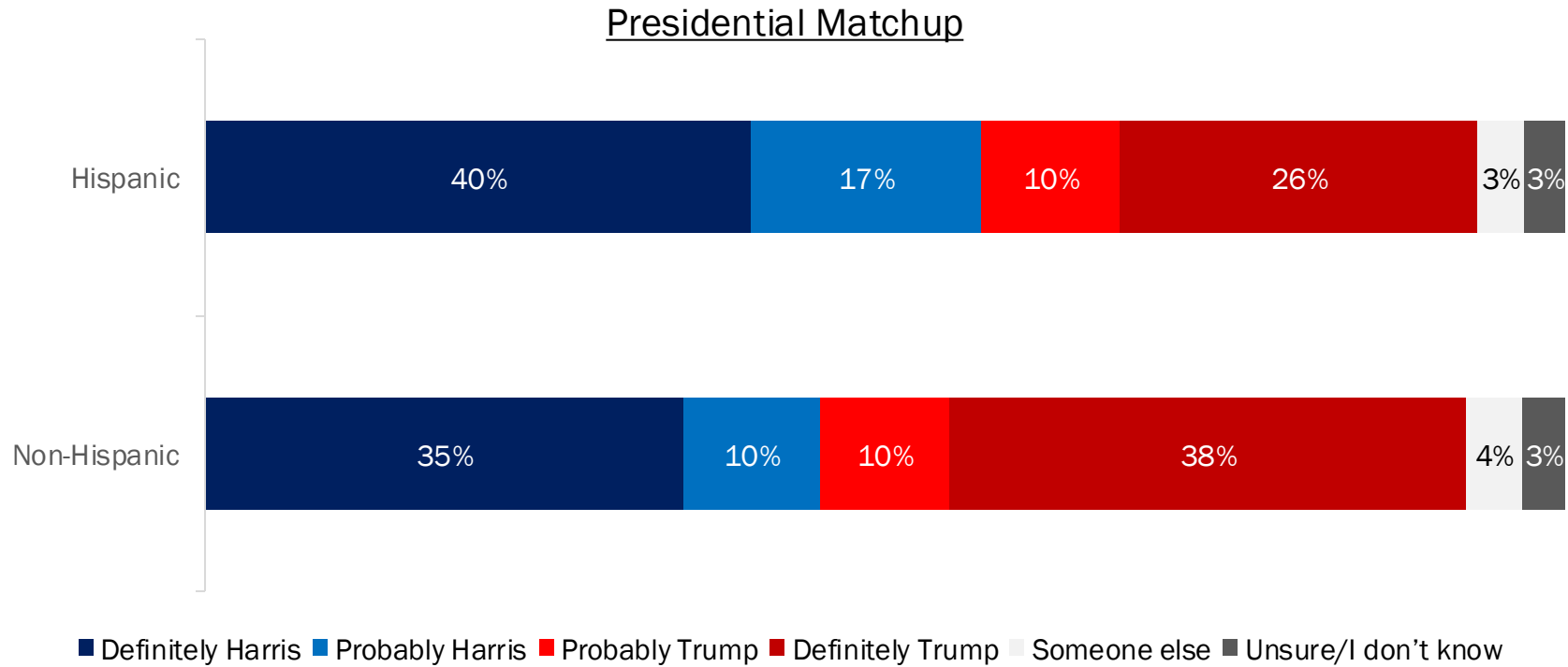
General Election Polling



Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 3% UNSURE)

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Kamala Harris (Democrat), for whom would you vote?

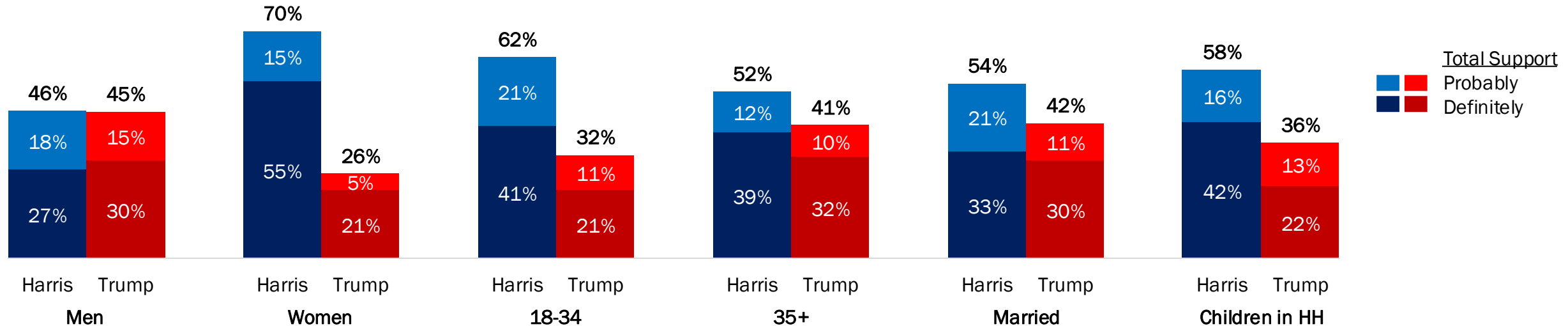


Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MEN
- HARRIS' STRONGEST SUPPORT AMONG WOMEN

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Kamala Harris (Democrat), for whom would you vote?

Presidential Matchup

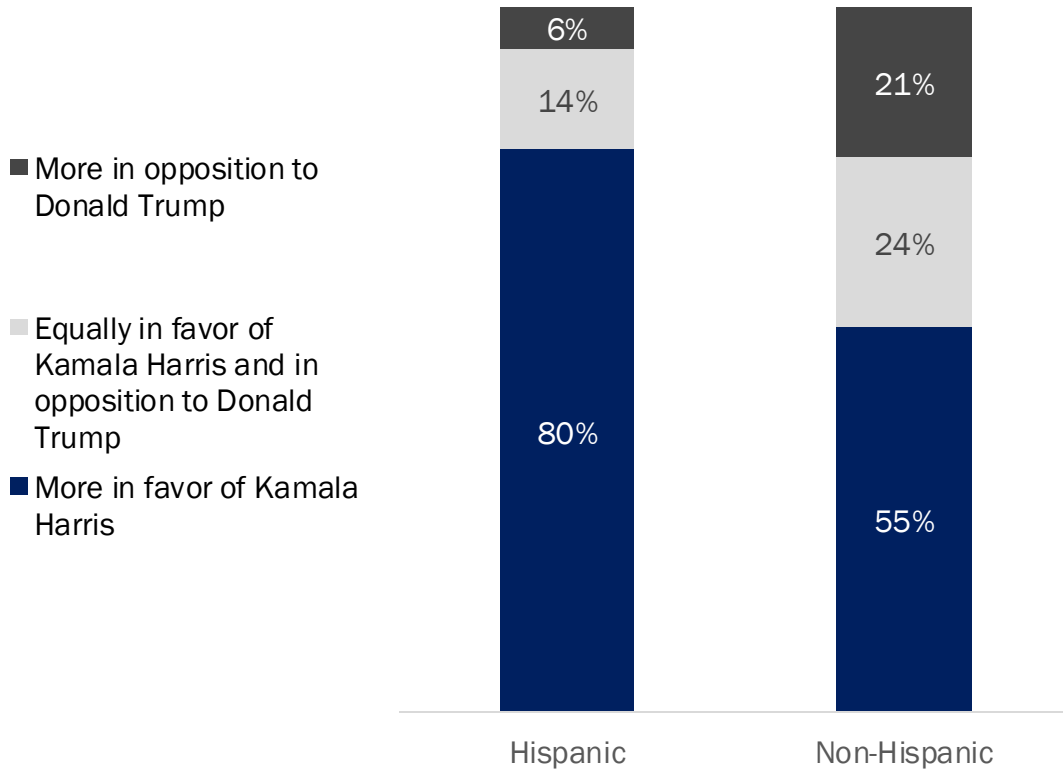


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

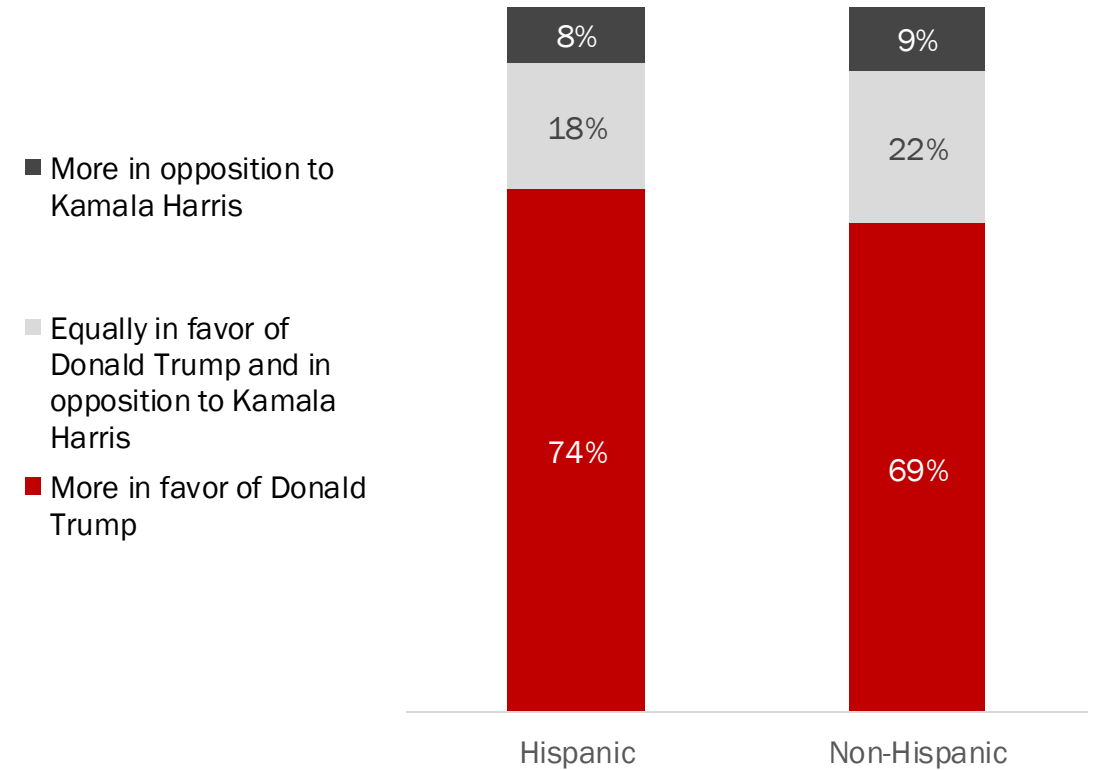
Hispanic Harris Voters Are More Enthusiastic

You indicated that you probably or definitely intend to vote for [candidate] for President. Is that vote more in favor of [candidate] or more in opposition to [opposition candidate]?

Voting Harris: Favor Harris or Oppose Trump



Voting Trump: Favor Trump or Oppose Harris

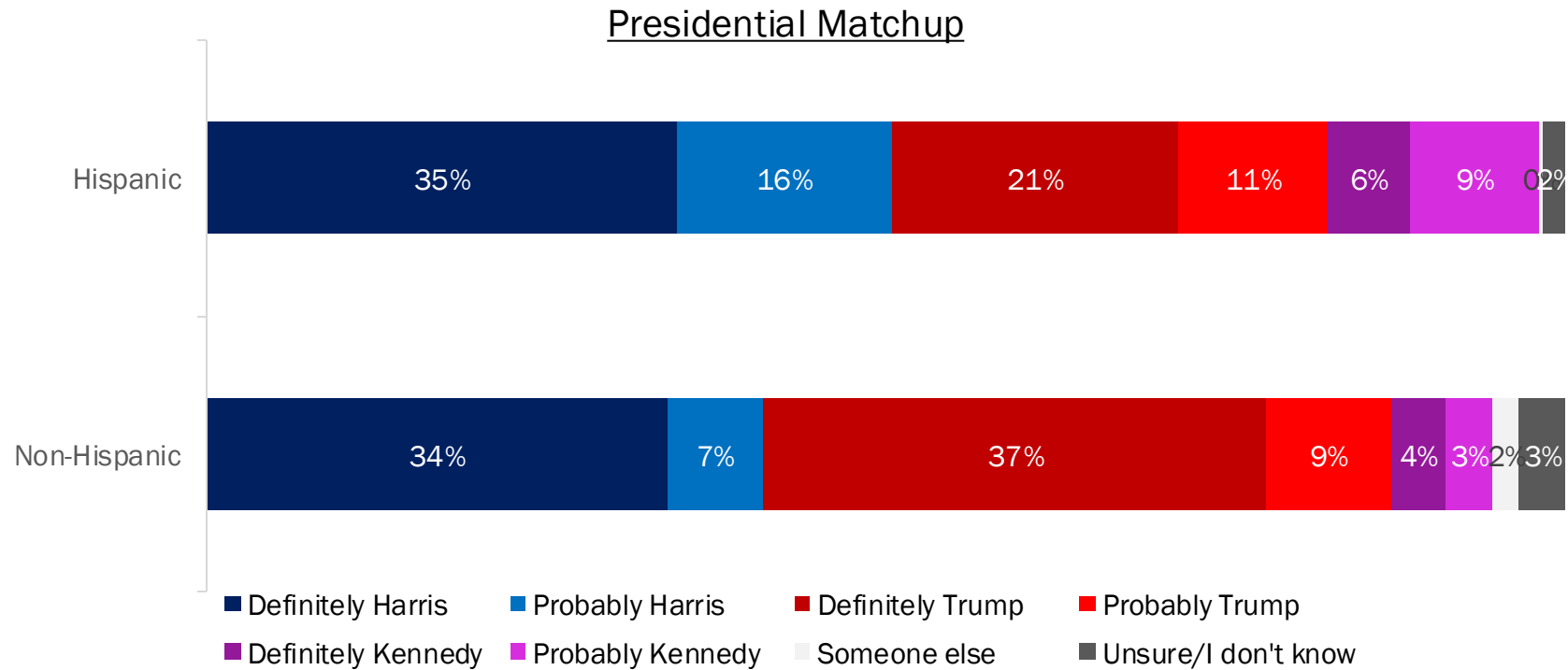


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Harris vs Trump vs Kennedy

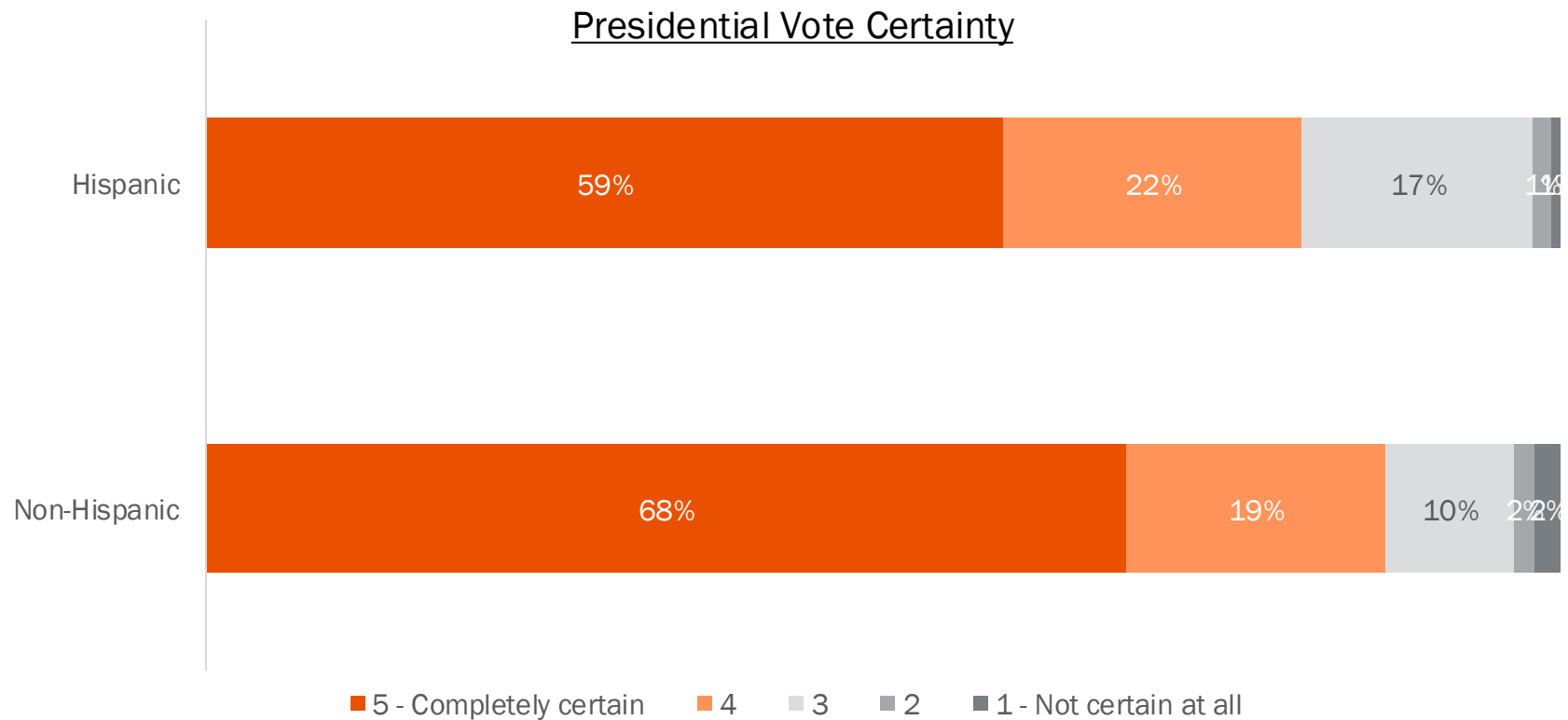
- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 38% OF HISPANICS UP FOR GRABS (36% NOT DEFINITE, 2% UNSURE)

If the election for President were being held today, and the candidates were Kamala Harris (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



41% of Hispanics Not Completely Certain About Their Vote for President

How certain are you that this is the right choice of candidate for you?



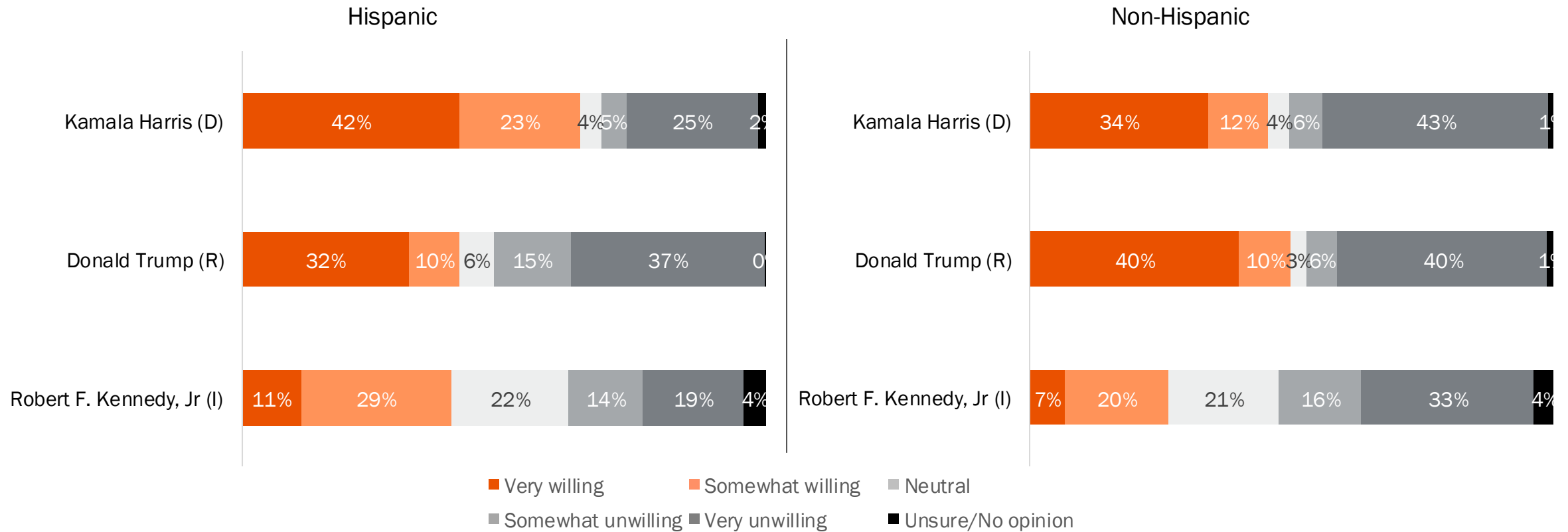
Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Willingness to Vote for Candidates in General Election

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Candidate Vote Willingness

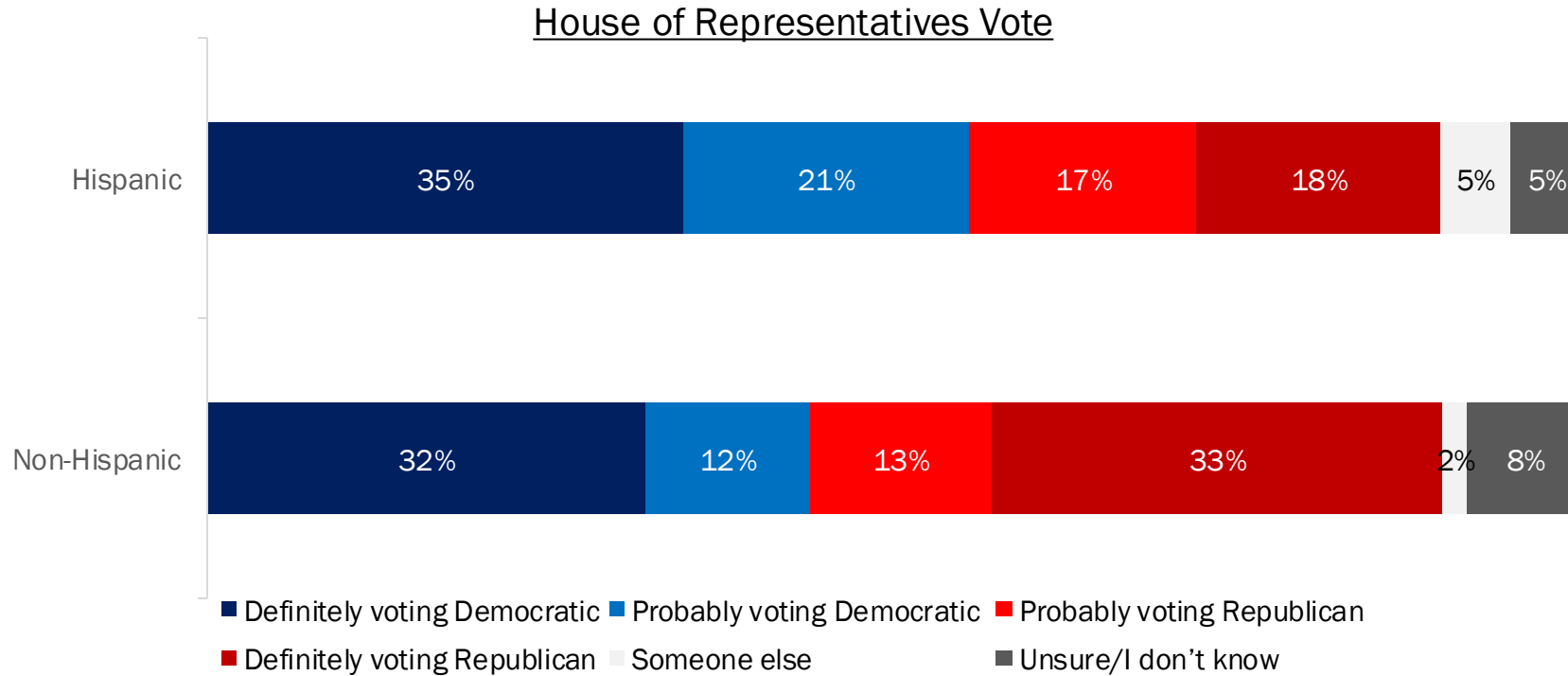


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 43% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 5% UNSURE)

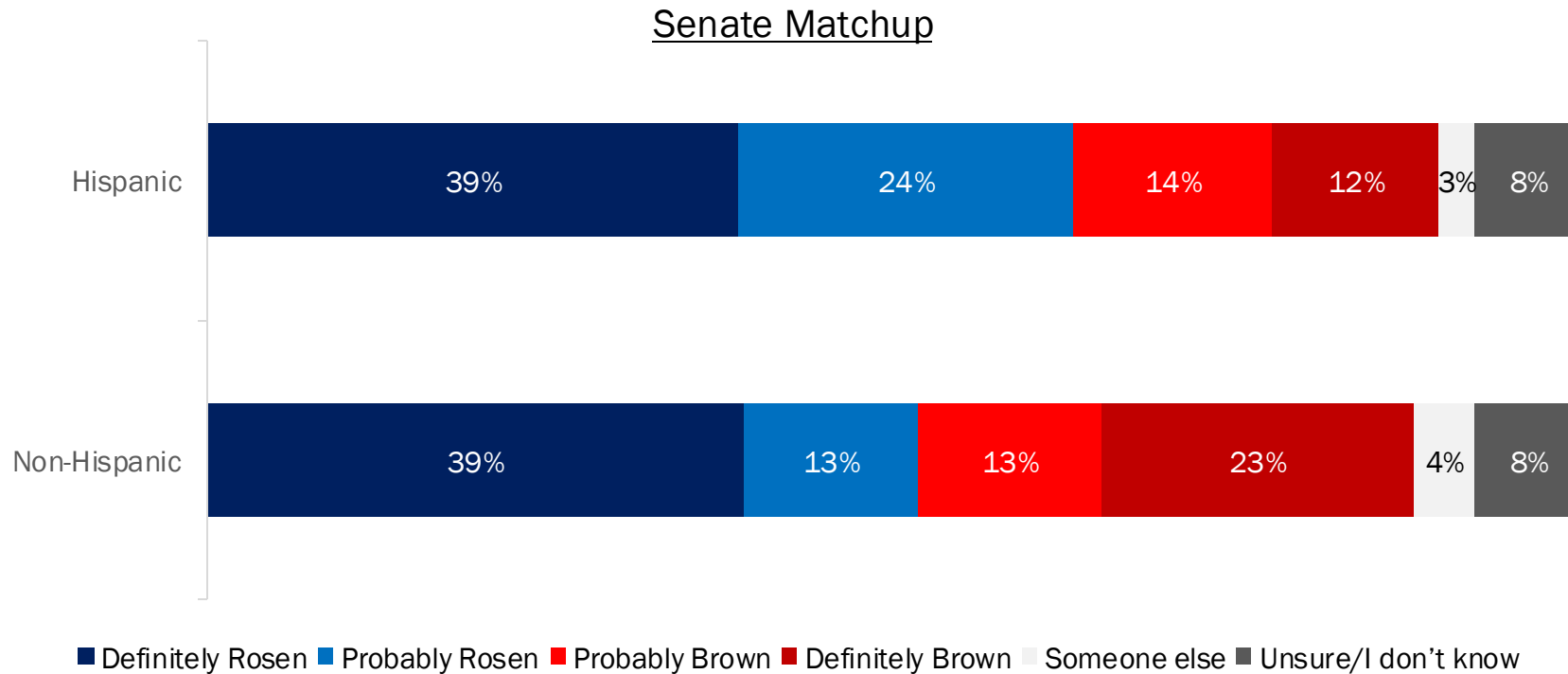
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Rosen vs Brown

- ROSEN LEADS AMONG HISPANICS BY GREATER MARGIN THAN NON-HISPANICS
- 46% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 8% UNSURE)

If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?

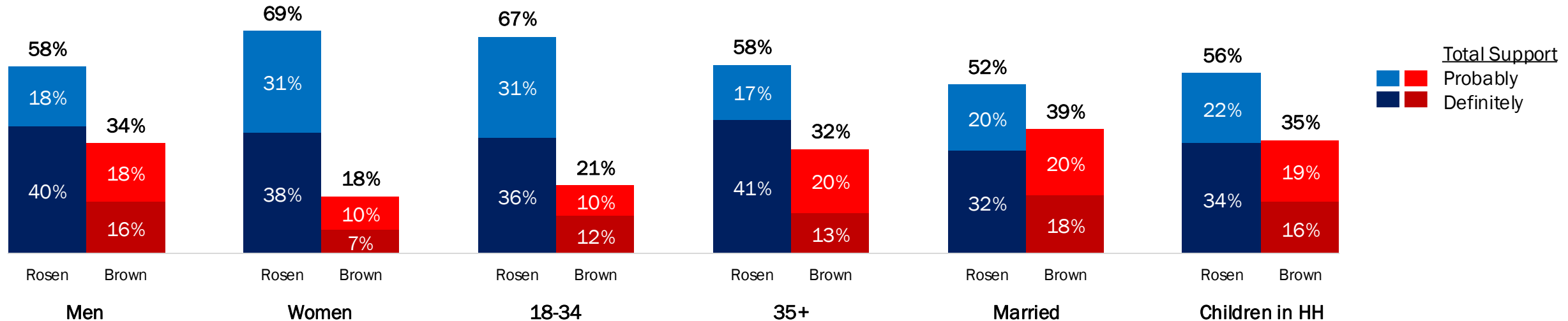


Candidate Support Among Hispanics

- BROWN'S STRONGEST SUPPORT AMONG MARRIED ADULTS
- ROSEN'S STRONGEST SUPPORT AMONG WOMEN

If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?

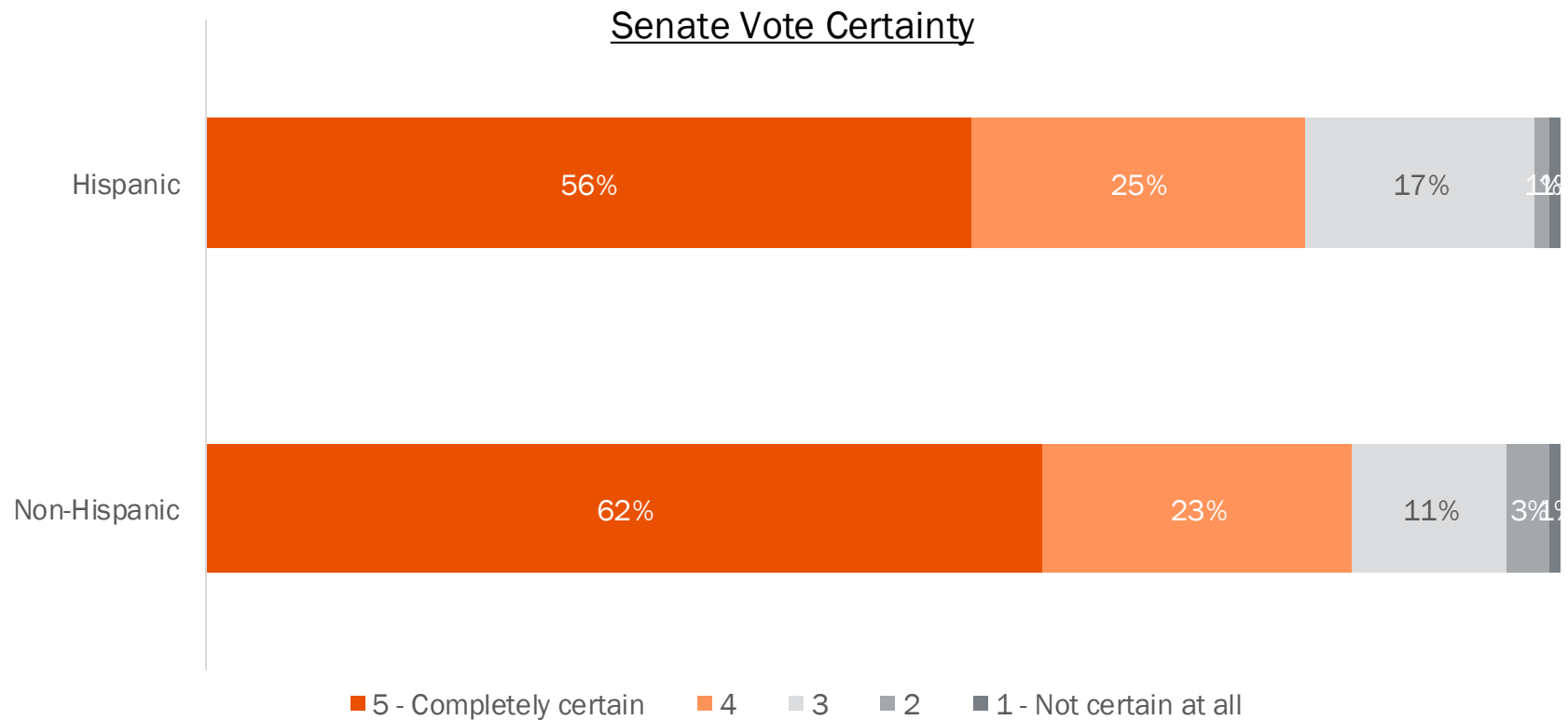
Senate Matchup



Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

44% of Hispanics Not Completely Certain About Their Vote for Senator

How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in General Election

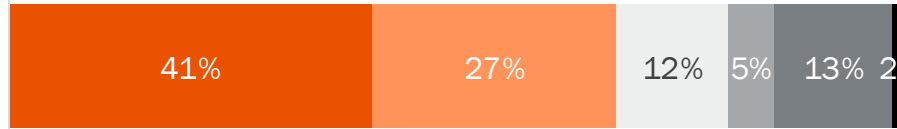
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Senate Willingness

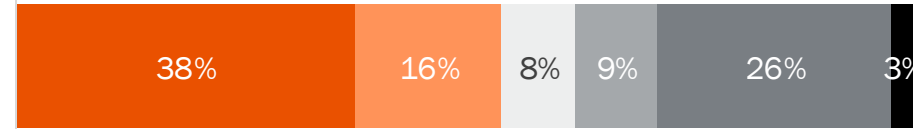
Hispanic

Non-Hispanic

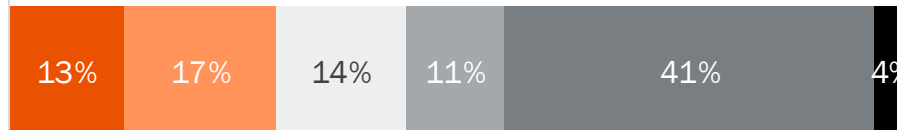
Jacky Rosen (D)



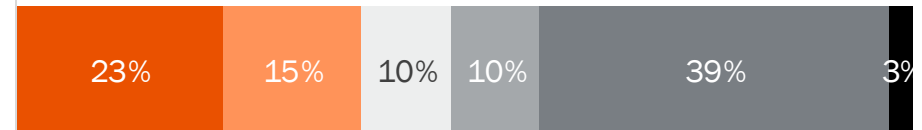
Jacky Rosen (D)



Sam Brown (R)



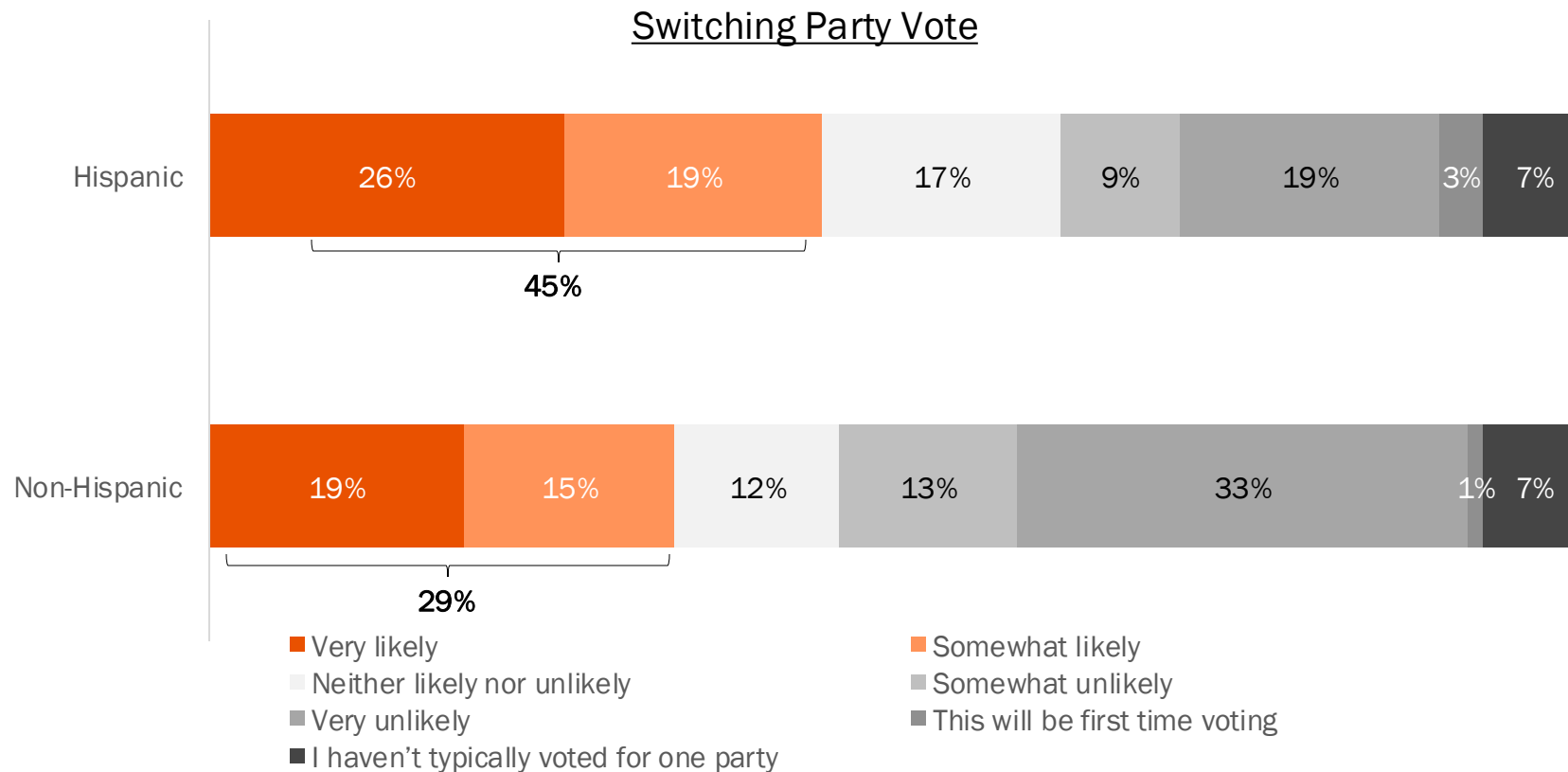
Sam Brown (R)



■ Very willing
 ■ Somewhat willing
 ■ Neutral
■ Somewhat unwilling
 ■ Very unwilling
 ■ Unsure/No opinion

Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?

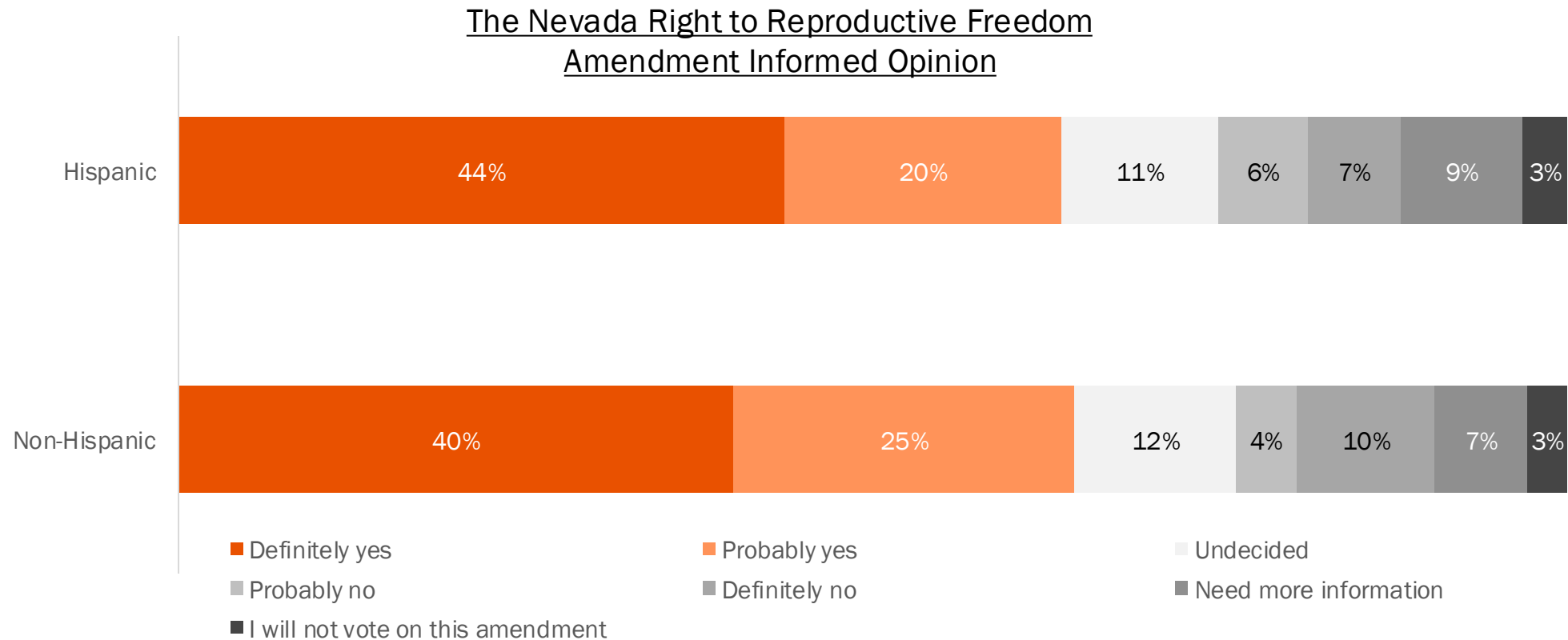


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

The Nevada Right to Reproductive Freedom Amendment Informed Opinion

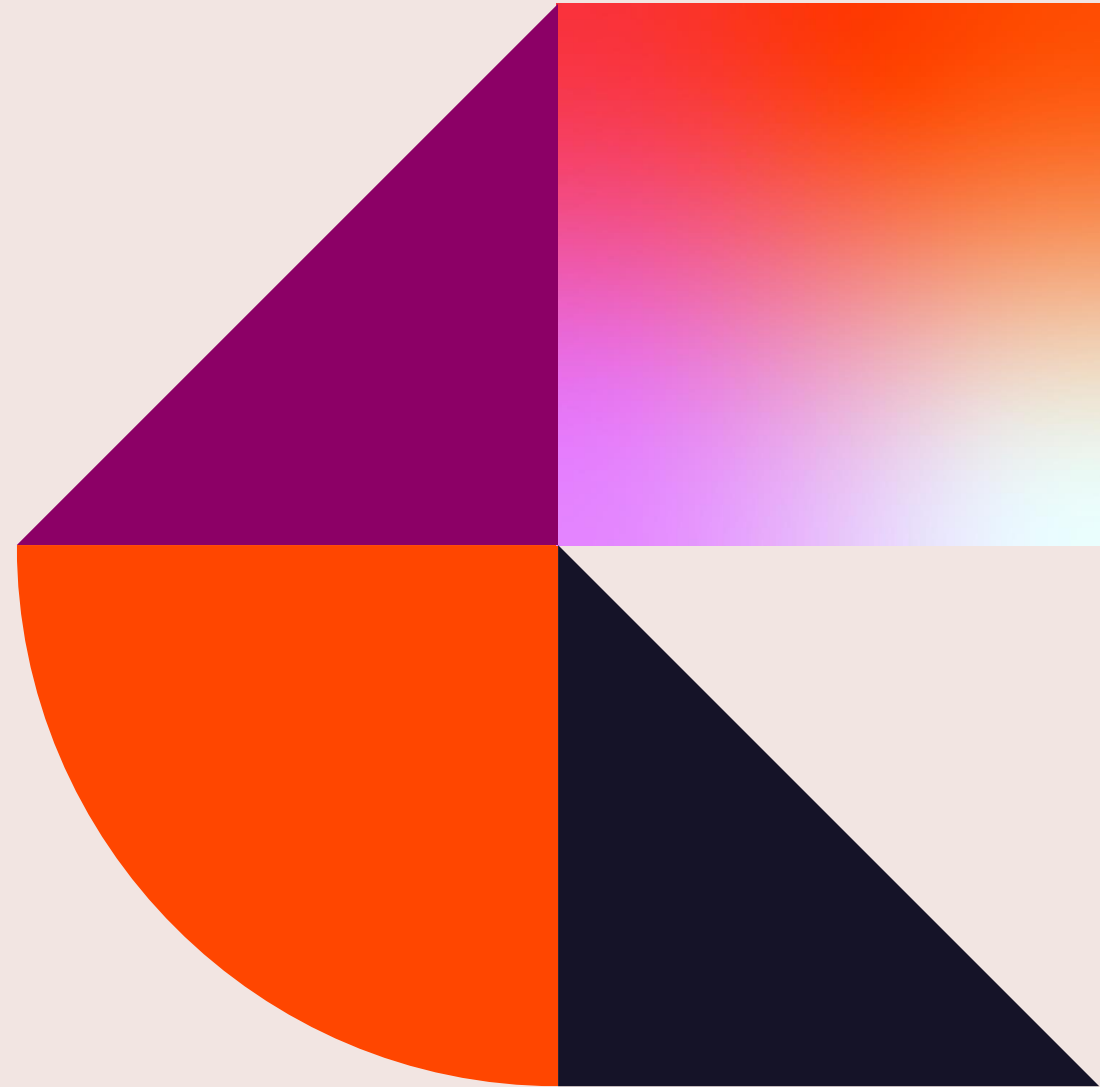
- AFTER READING A SUMMARY OF THE AMENDMENT, 44% OF HISPANICS WOULD DEFINITELY VOTE YES, 7% WOULD DEFINITELY VOTE NO
- 46% OF HISPANICS UP FOR GRABS (26% PROBABLY, 11% UNDECIDED, 9% NEED MORE INFORMATION)

If the election were held today and this measure were on the ballot, would you vote yes or no?



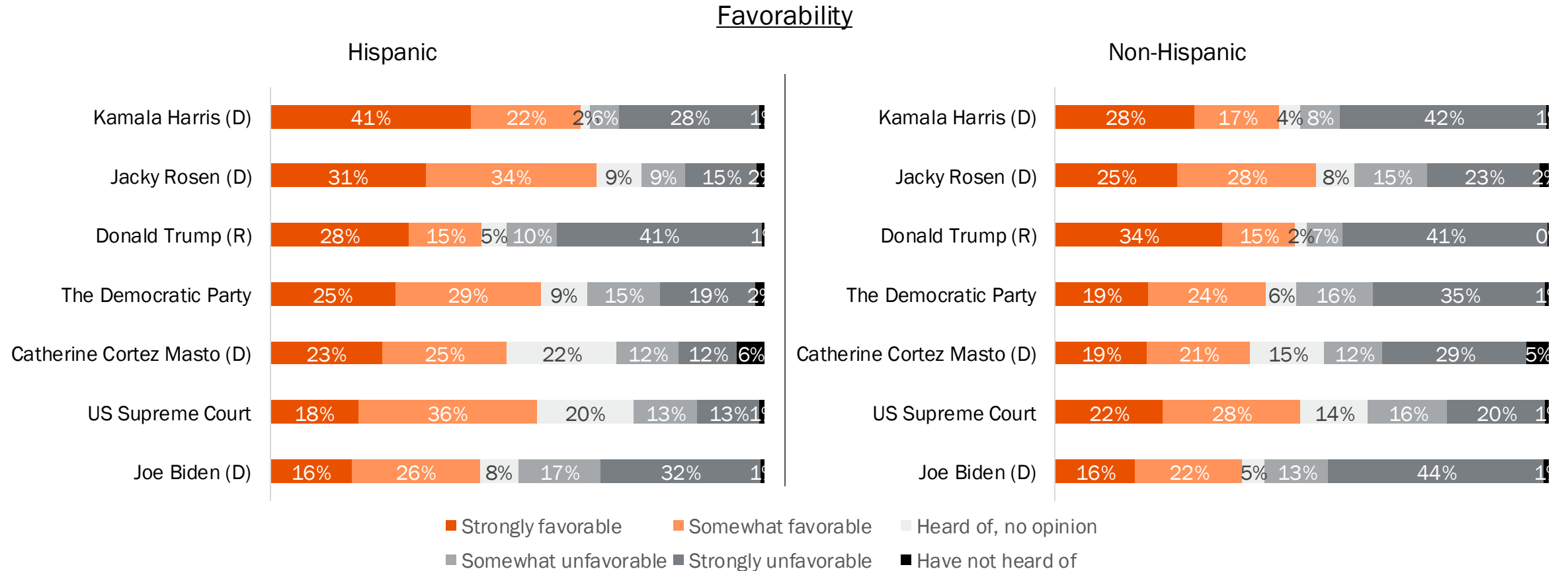
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Favorability & Job Approval



Favorability

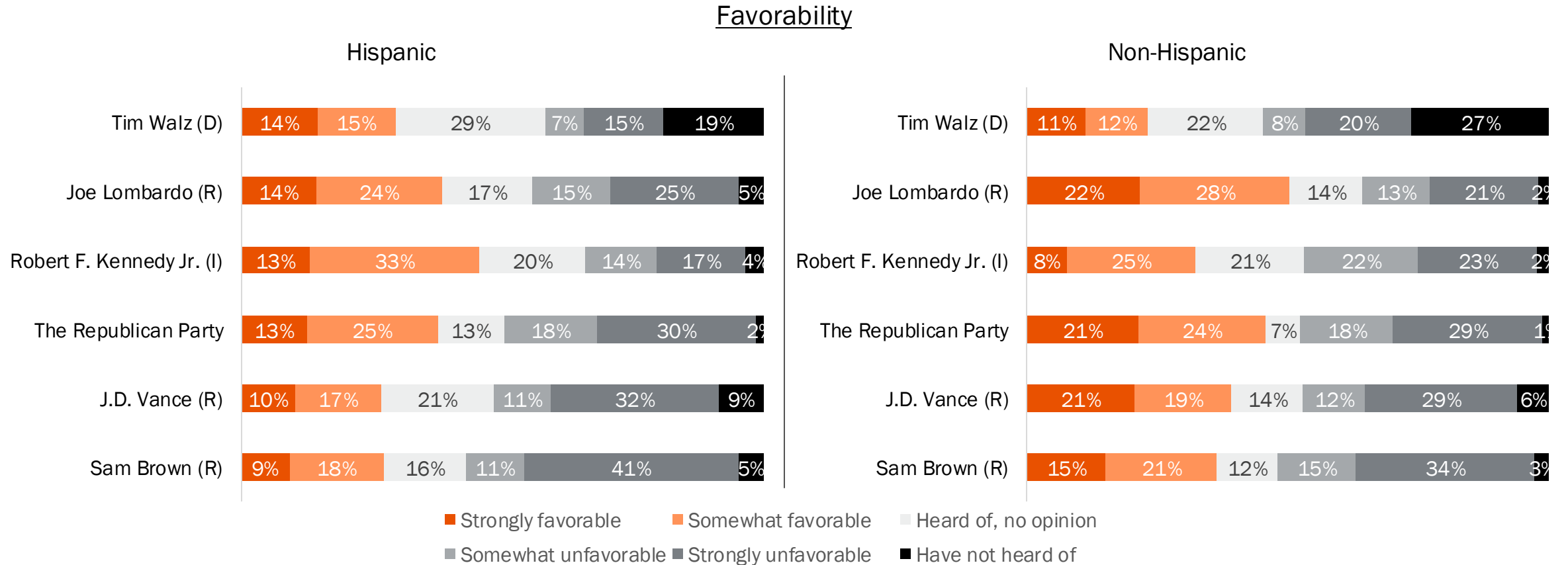
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Favorability

For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

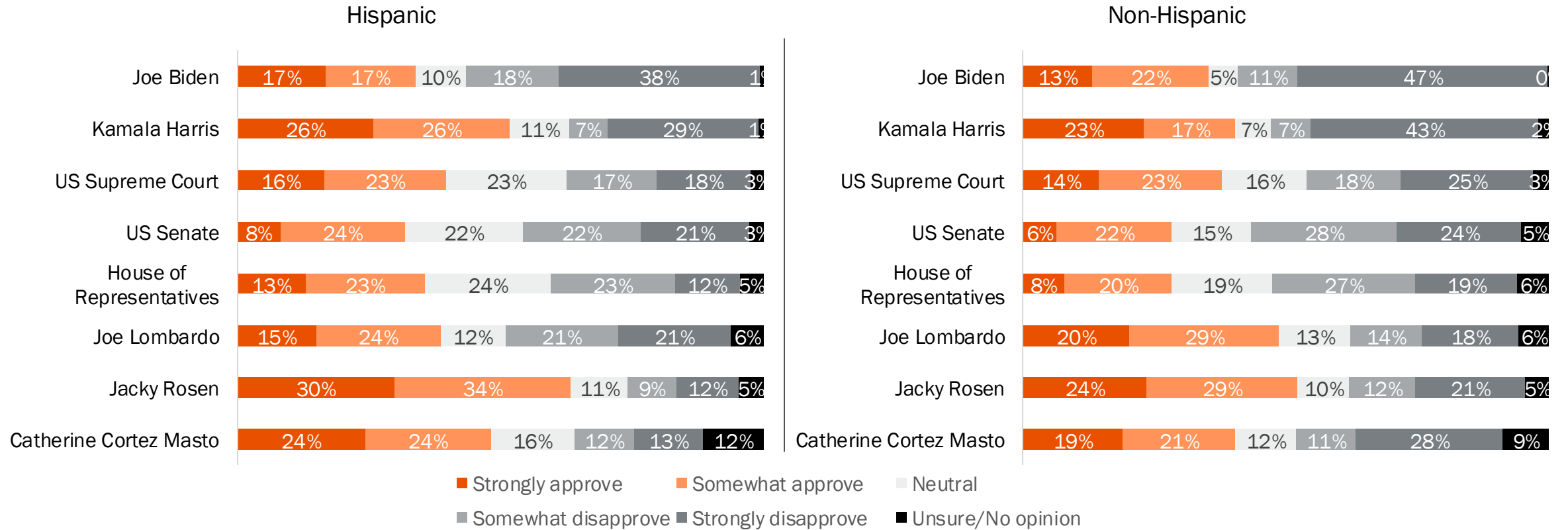


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Job Approval

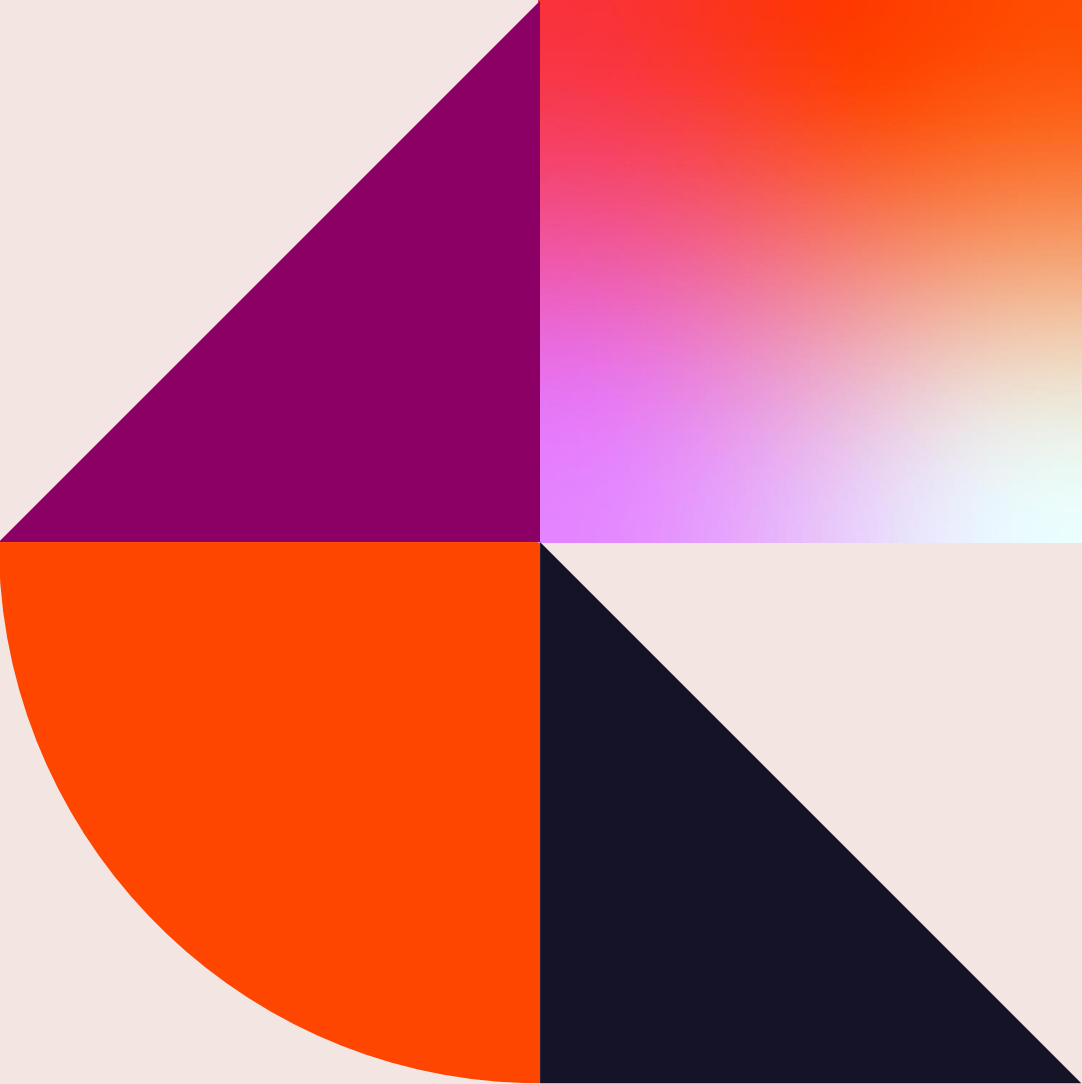
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

The Issues



Cost of Living, Inflation, Economy/ Jobs Top Issues for All Voters

- AFFORDABLE HOUSING, EDUCATION OF GREATER CONCERN TO HISPANICS

Thinking about the issues, how important are the following issues to you?

		Issue Importance TopBox			
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	84%	77%	Climate change	44%	36%
Inflation	84%	73%	Entitlements / social services reform (Medicare, welfare, etc.)	43%	50%
Economy / jobs	77%	66%	Opioids / drug abuse	41%	40%
Affordable housing	75%	58%	Gun control	41%	40%
Healthcare	63%	57%	Energy policy	39%	42%
Crime and public safety	63%	59%	Infrastructure, such as roads and public transportation	36%	37%
Education	60%	49%	Race relations	36%	34%
Taxes	59%	50%	Foreign policy	36%	35%
Social security / Medicare	54%	61%	Strengthening law enforcement	34%	42%
Government spending / deficit	52%	50%	Israel / Hamas War	32%	29%
Immigration	52%	55%	Police reform	30%	29%
National security	51%	59%	U.S. relationship with China	29%	35%
Abortion	50%	43%	Culture wars	27%	20%
Border security	47%	55%	LGBTQ rights	25%	24%
Gun rights / 2nd amendment	45%	43%	Russia / Ukraine war	24%	25%
Defense / military	44%	47%			

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Top Issues by Hispanic Voter Type

Thinking about the issues, how important are the following issues to you?

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	91%
Inflation	88%
Economy / jobs	87%
Affordable housing	86%
Healthcare	77%
Education	76%
Abortion	72%
Taxes	66%
Government spending / deficit	60%
Social security / Medicare	59%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	81%
Inflation	75%
Economy / jobs	69%
Affordable housing	69%
Crime and public safety	56%
Education	55%
Healthcare	55%
Taxes	54%
Social security / Medicare	49%
Government spending / deficit	48%

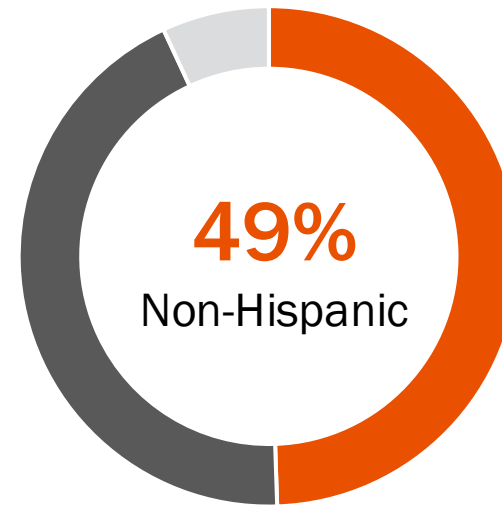
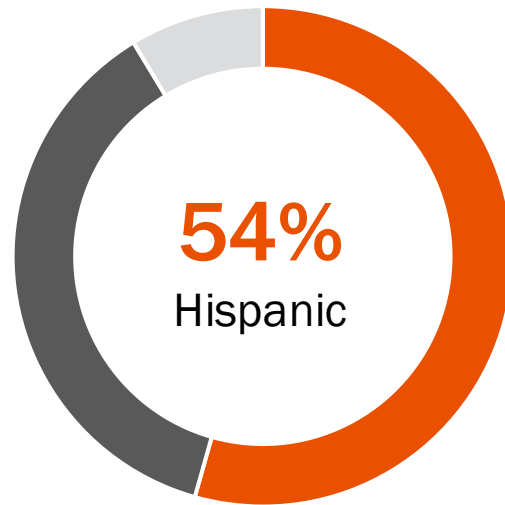
Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	88%
Crime and public safety	74%
Cost of living	74%
Economy / jobs	73%
Immigration	71%
National security	71%
Border security	70%
Defense / military	59%
Affordable housing	59%
Taxes	53%

Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

54% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue



- Yes
- No
- Unsure/I don't know

Issues That Will Determine Who They Vote For

- COST OF LIVING MOST IMPORTANT TO HISPANICS

Please indicate which of the following issues will determine who you vote for.

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Cost of living	19%	9%
Inflation	17%	10%
Abortion	13%	16%
Border security	11%	8%
Economy / jobs	6%	7%
Affordable housing	4%	1%
Immigration	4%	12%
Crime and public safety	3%	2%
LGBTQ rights	3%	1%
Entitlements / social services reform (Medicare, welfare, etc.)	3%	2%

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Abortion	56%	29%	52%	31%
Entitlements reform	55%	29%	46%	38%
Climate change	53%	26%	45%	31%
Healthcare	53%	28%	44%	38%
Education	51%	29%	44%	38%
Social security	50%	33%	46%	40%
Cost of living	49%	34%	38%	48%
Economy / jobs	48%	33%	40%	46%
Energy policy	48%	30%	39%	42%
Crime and public safety	44%	38%	36%	48%

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Government spending	42%	36%	36%	43%
Taxes	42%	38%	37%	45%
Opioids	42%	34%	37%	41%
Inflation	41%	41%	38%	46%
Foreign policy	39%	39%	36%	47%
Immigration	37%	48%	34%	52%
Border security	36%	48%	33%	54%
National security	35%	45%	34%	50%
Defense	34%	48%	33%	52%

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Candidate Better Able to Handle Issues

Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Abortion	58%	32%	52%	36%
Entitlements reform	56%	31%	44%	43%
Healthcare	55%	30%	45%	39%
Education	55%	33%	43%	39%
Climate change	55%	28%	45%	33%
Social security	54%	35%	46%	41%
Opioids	48%	32%	37%	44%
Energy policy	48%	34%	41%	46%
Economy / jobs	47%	41%	39%	52%
Cost of living	47%	42%	39%	49%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Candidate Better Able to Handle Issues

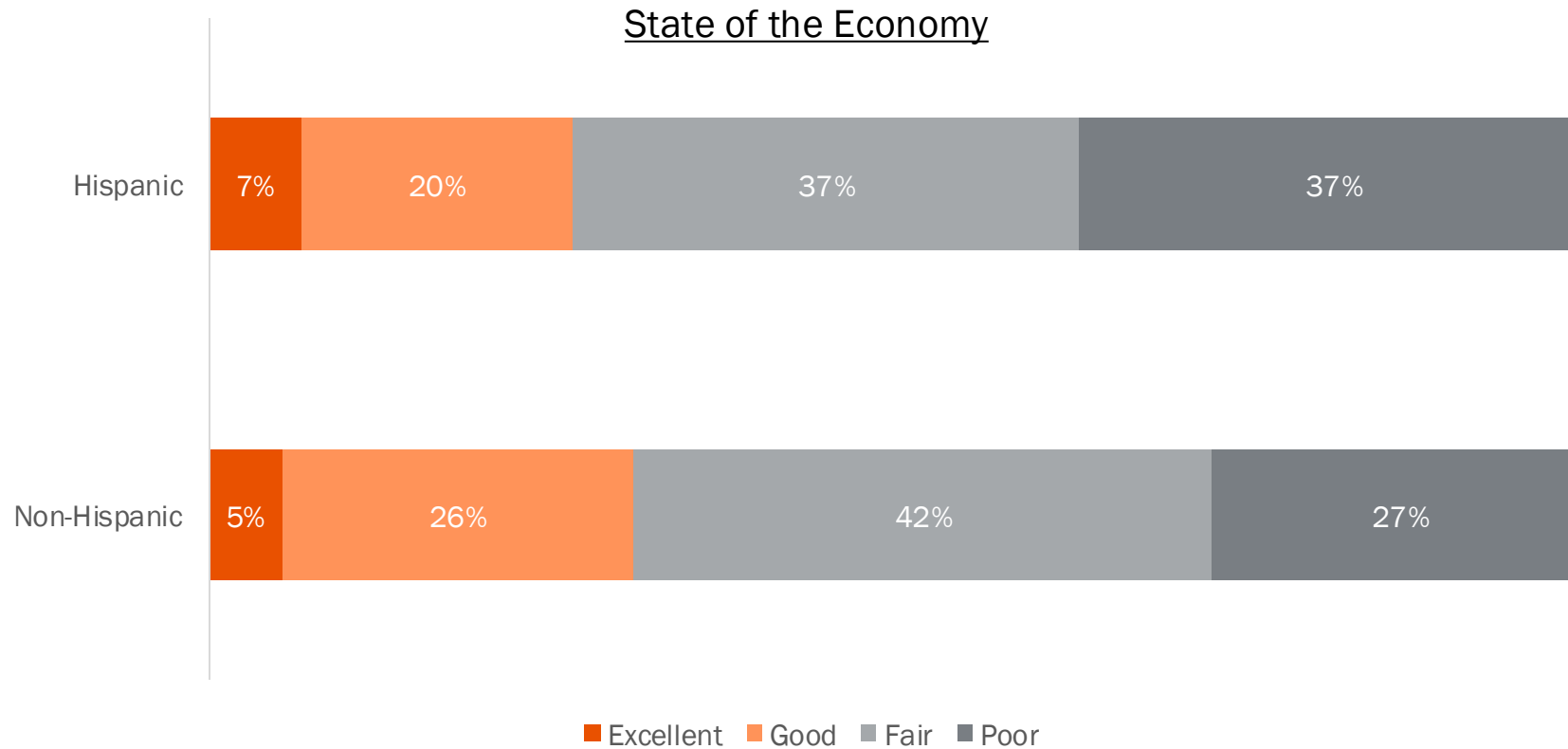
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Crime and public safety	46%	41%	38%	50%
Taxes	45%	43%	38%	48%
Immigration	44%	47%	33%	55%
Inflation	43%	45%	37%	51%
Government spending	43%	39%	36%	49%
National security	41%	47%	36%	53%
Border security	39%	50%	31%	57%
Foreign policy	37%	45%	36%	51%
Defense	37%	51%	33%	55%

ECONOMY

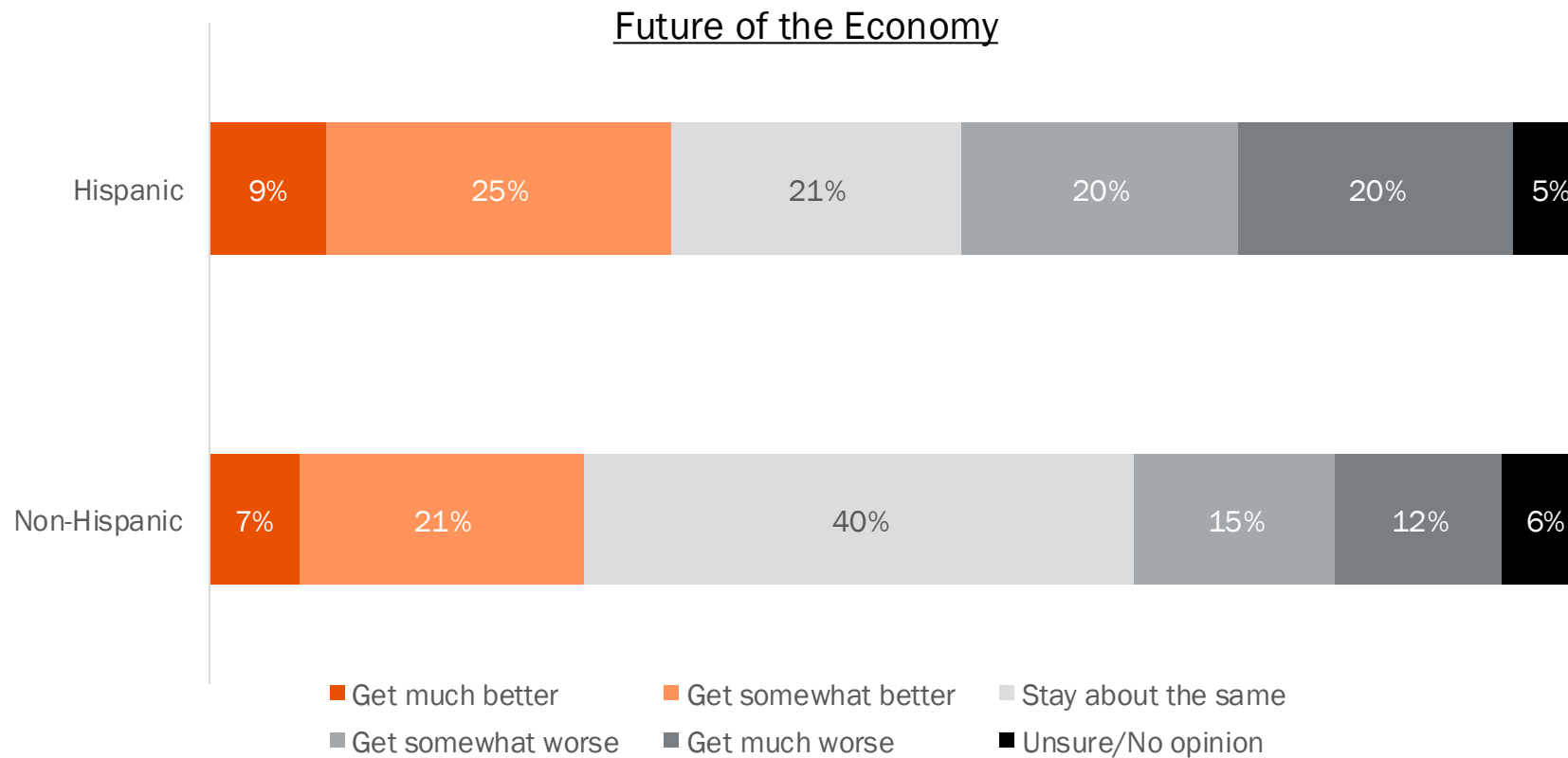
74% of Hispanics Rate the Economy in Nevada Right Now as Fair or Poor

How would you rate the economy in your state right now?



40% of Hispanic Voters Believe the Economy Will Get Worse

Thinking ahead to a few months from now... Do you believe the economy in your state will get better, get worse, or stay about the same as it is now?



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	84%	6%	81%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	81%	5%	73%	8%
I feel that it is increasingly difficult for middle class families to prosper in the United States	81%	9%	84%	7%
I am concerned about the U.S. federal government’s spending and deficit	74%	8%	74%	7%
My personal economic situation has become worse in the last year	70%	16%	66%	15%
I have taken, or am considering taking, a second job in order to maintain my standard of living	70%	14%	45%	33%
The price of gas is putting a strain on my finances	68%	15%	67%	18%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	66%	18%	43%	33%
I expect my personal economic situation to get better in the next few years	59%	24%	47%	27%
Home ownership is still within reach for most people	32%	59%	20%	65%
I feel that jobs are getting easier to find	23%	59%	20%	49%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	84%	4%	85%	3%
Drug abuse is a serious public health issue in the United States	83%	6%	84%	5%
I am generally satisfied with my healthcare coverage	59%	25%	60%	20%
The cost of prescription drugs is a financial problem for me	44%	25%	38%	37%
Medicaid and Medicare are working well now	43%	33%	42%	29%
The cost of my health care and insurance is reasonable	39%	35%	41%	36%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Abortion

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	62%	9%	53%	14%
Abortion laws should be created by state governments, not by the federal government	49%	23%	51%	26%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother’s life is in danger	26%	28%
Abortion should be legal at any time during pregnancy	17%	16%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	17%
Abortion should be illegal in all cases	11%	5%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	11%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	11%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	8%
Other	1%	2%
Unsure/I don’t know	6%	4%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	89%	5%	91%	3%
Crime is a growing problem in the United States	81%	6%	81%	8%
Homelessness is a serious problem in my neighborhood	70%	16%	60%	23%
Crime is a growing problem where I live	66%	14%	55%	19%
I support second amendment gun rights	66%	13%	67%	17%
Government authorities have become too lenient on criminals	58%	19%	62%	18%
Gun violence is a growing problem where I live	57%	22%	46%	26%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I believe that stricter gun control laws would reduce crime	53%	32%	45%	40%
I feel less safe in my everyday life than I did a year ago	53%	24%	51%	23%
Police departments in the United States are understaffed	51%	23%	67%	12%
Children in my community are generally safe at the schools they attend	41%	34%	48%	26%
Government authorities are doing a good job protecting businesses near where I live and shop	40%	25%	41%	26%
My police department is understaffed	40%	24%	48%	17%
Government authorities are doing a good job combating crime in my neighborhood	38%	32%	40%	27%
My local government should significantly reduce the resources and budgets for police	31%	45%	21%	61%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	70%	13%	73%	12%
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	68%	16%	54%	28%
All migrants who want to enter the United States should be fully vetted first	66%	8%	77%	6%
We should reform immigration laws to give higher priority to people with needed skills and education	64%	9%	55%	18%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	64%	14%	74%	11%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	58%	25%	74%	12%
There are too many undocumented immigrants crossing the border into the United States	58%	18%	72%	13%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	55%	14%	65%	13%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	53%	25%	68%	14%
The United States military should be used to secure the southern border	53%	28%	60%	22%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Immigration & Border Security

How much do you agree or disagree with the following statements? [Immigration & Border Security]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The rules that I have to live by don't seem to apply to migrants	52%	30%	62%	20%
The Biden administration is primarily responsible for the situation at the southern border	50%	27%	55%	30%
The arrival of migrants has made the affordable housing problem worse	49%	29%	59%	20%
It feels like migrants are being treated better than most Americans	49%	32%	63%	22%
Local law enforcement should be able to detain undocumented migrants	48%	31%	70%	15%
There are too many undocumented migrants coming to my state	46%	28%	58%	18%
The U.S. should complete the construction of a wall on the southern border of the U.S.	46%	34%	60%	23%
The resettling of all the migrants will, in the long-run, benefit the United States	45%	28%	30%	44%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	43%	34%	34%	46%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Undocumented migrants will take jobs away from poorer and working-class Americans	42%	38%	58%	26%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	42%	34%	49%	35%
Most undocumented migrants who entered the U.S. over the last few years should be deported	40%	36%	57%	24%
Undocumented migrants have increased crime in my state	39%	34%	49%	27%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	37%	34%	25%	50%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	36%	40%	17%	68%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	35%	42%	27%	55%
I support the way my state and local officials are handling the migrant issue	34%	30%	25%	33%
I support the way the Biden Administration is managing the southern border	33%	42%	25%	57%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	63%	21%	58%	23%
Climate change is a very big threat to the planet	62%	19%	58%	23%
Governments should create policies that encourage oil and gas production in the U.S.	60%	20%	63%	17%
Government regulation and action on climate change is hurting the economy	58%	22%	49%	24%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	49%	29%	39%	40%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	48%	27%	38%	38%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	44%	34%	35%	45%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

GOVERNMENT

Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	67%	11%	69%	14%
The federal government of the United States is too big and powerful	63%	11%	61%	18%
The United States Justice Department has become politicized in its prosecutions	60%	14%	63%	14%
The FBI has become politicized in its investigations	59%	11%	61%	14%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	52%	25%	49%	32%
I want the next president to shrink the size of the federal government	45%	23%	52%	18%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	35%	43%	28%	48%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [Government Policy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I think that the United States government should provide expanded benefits and entitlements to Americans	66%	11%	52%	21%
The U.S. government should spend less money supporting the war in Ukraine	59%	16%	55%	25%
I support the Biden Administration’s efforts to forgive student loans	55%	30%	42%	44%
China represents the most serious economic and geo-political threat to the United States	50%	17%	68%	10%
I think that the United States spends too much on defense and the military	47%	27%	32%	43%
The government should ban social media, like Facebook and TikTok, from being used by children	41%	38%	45%	31%
Iran is the primary destabilizing force in the Middle East	41%	15%	55%	12%
Student loans should not be forgiven and paid for by taxpayers	39%	41%	47%	37%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	34%	37%	40%	34%
The United State should increase the amount of military aid it sends to Israel	34%	44%	32%	40%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	28%	49%	23%	53%
I support the way the Biden Administration is dealing with the Israel-Hamas war	24%	43%	23%	49%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [Technology]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	68%	13%	75%	8%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	57%	20%	60%	14%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	55%	22%	59%	14%
Social media, like Facebook and TikTok, does more harm than good	44%	30%	46%	28%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

EDUCATION

Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	79%	7%	87%	3%
College is no longer worth the cost for most students	75%	11%	70%	11%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	72%	6%	60%	15%
Parents should have a say in what is taught to their children in public schools	64%	14%	67%	14%
More emphasis should be placed on trade schools	63%	7%	72%	5%
The public schools in my neighborhood are good	38%	32%	36%	34%
Public schools where I live are better than they were before the pandemic	31%	35%	16%	43%
The public school system is working well in my state	29%	43%	21%	48%
The federal government's Department of Education should be eliminated	28%	39%	31%	39%
Colleges and universities should be allowed to use race in admissions decisions	22%	57%	20%	60%

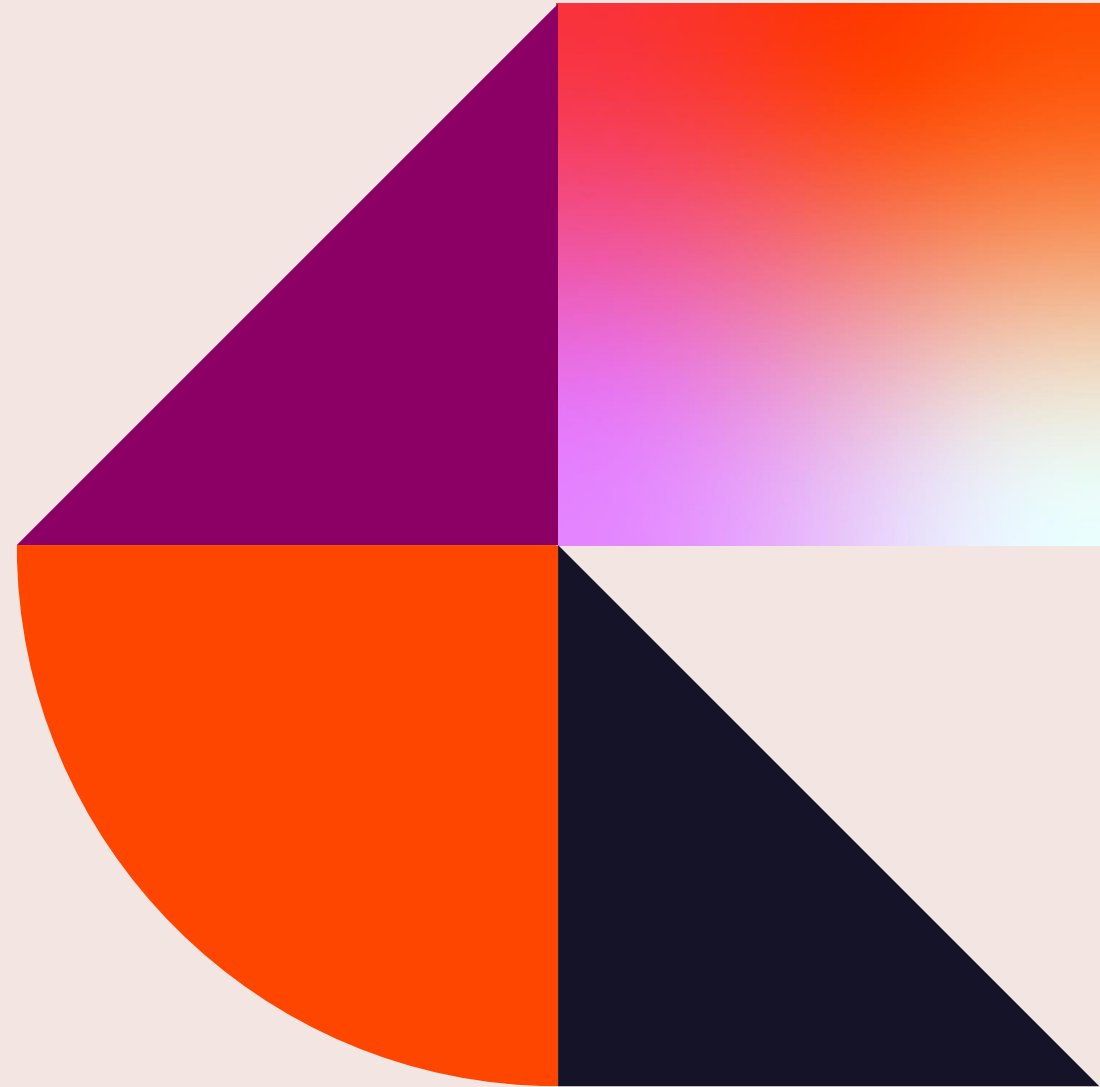
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Information Sources & Language Preferences



YouTube, Local TV & National TV Most Heavily Used Political Information Sources by Hispanics

Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

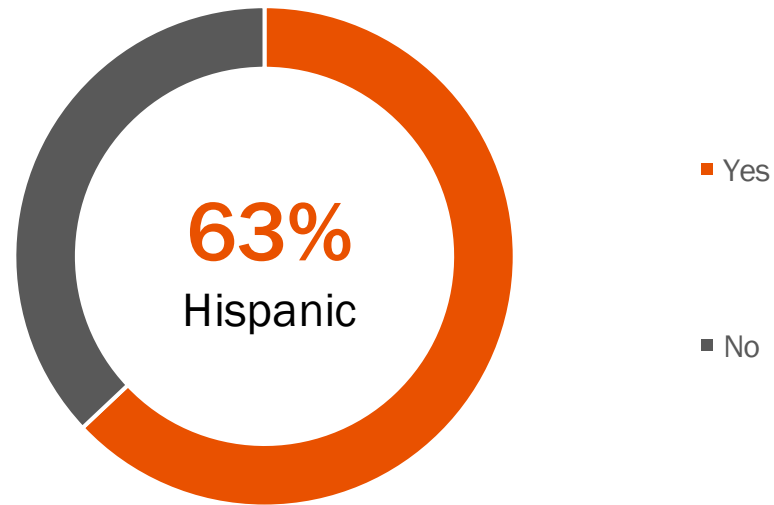
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	58%	40%	Radio	22%	21%
Local Television	41%	50%	Online publications	20%	27%
National Television (like network programs or cable news)	41%	53%	Debates	18%	24%
Instagram	40%	21%	Snapchat	16%	7%
TikTok	40%	18%	Newspapers	15%	24%
Facebook	37%	33%	School	11%	5%
X, formerly known as Twitter	35%	21%	Religious organization/Church	8%	4%
Podcasts	29%	20%	Magazines	7%	8%
Friends	26%	31%	Community organization	5%	5%
Family	22%	28%	None of these	3%	5%

Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Spanish-Language News Viewers & Streamers

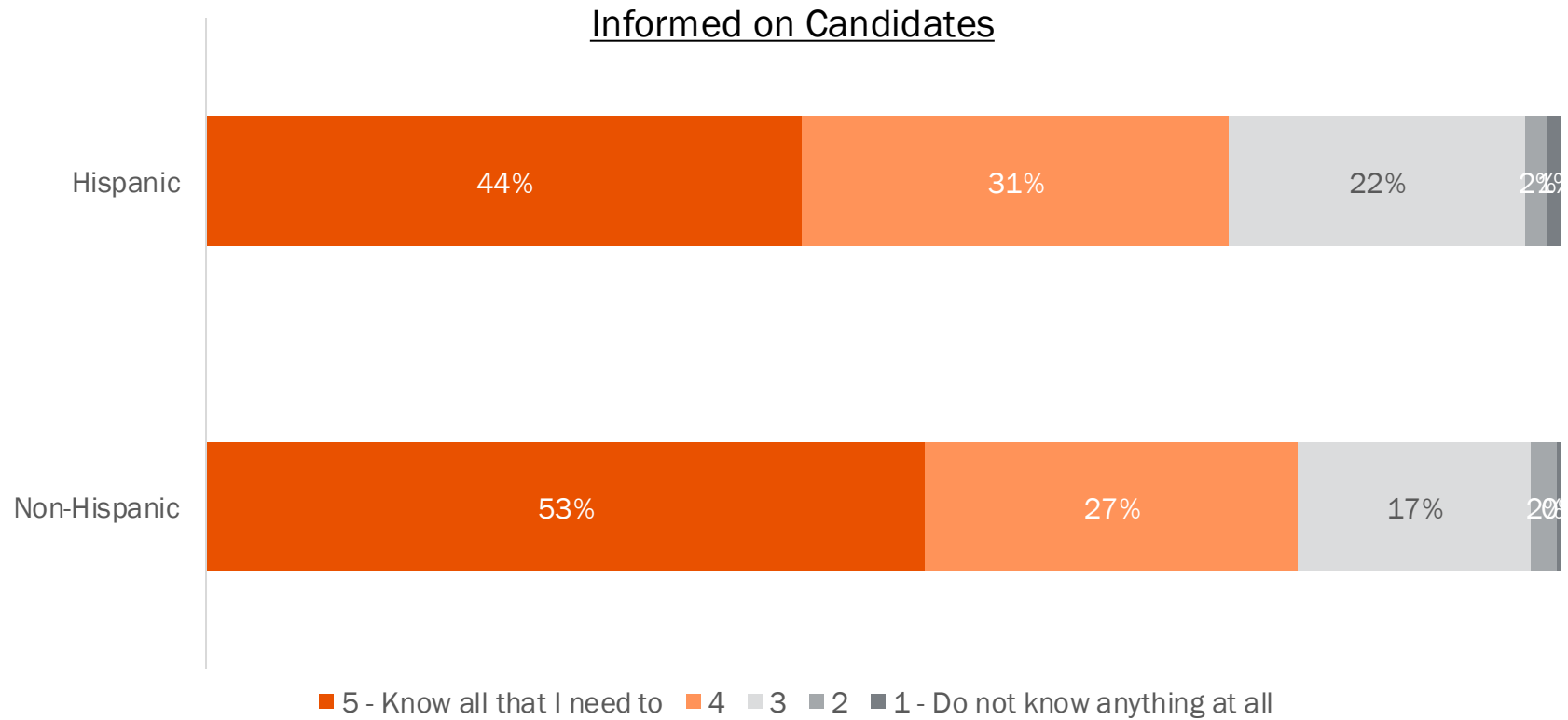
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



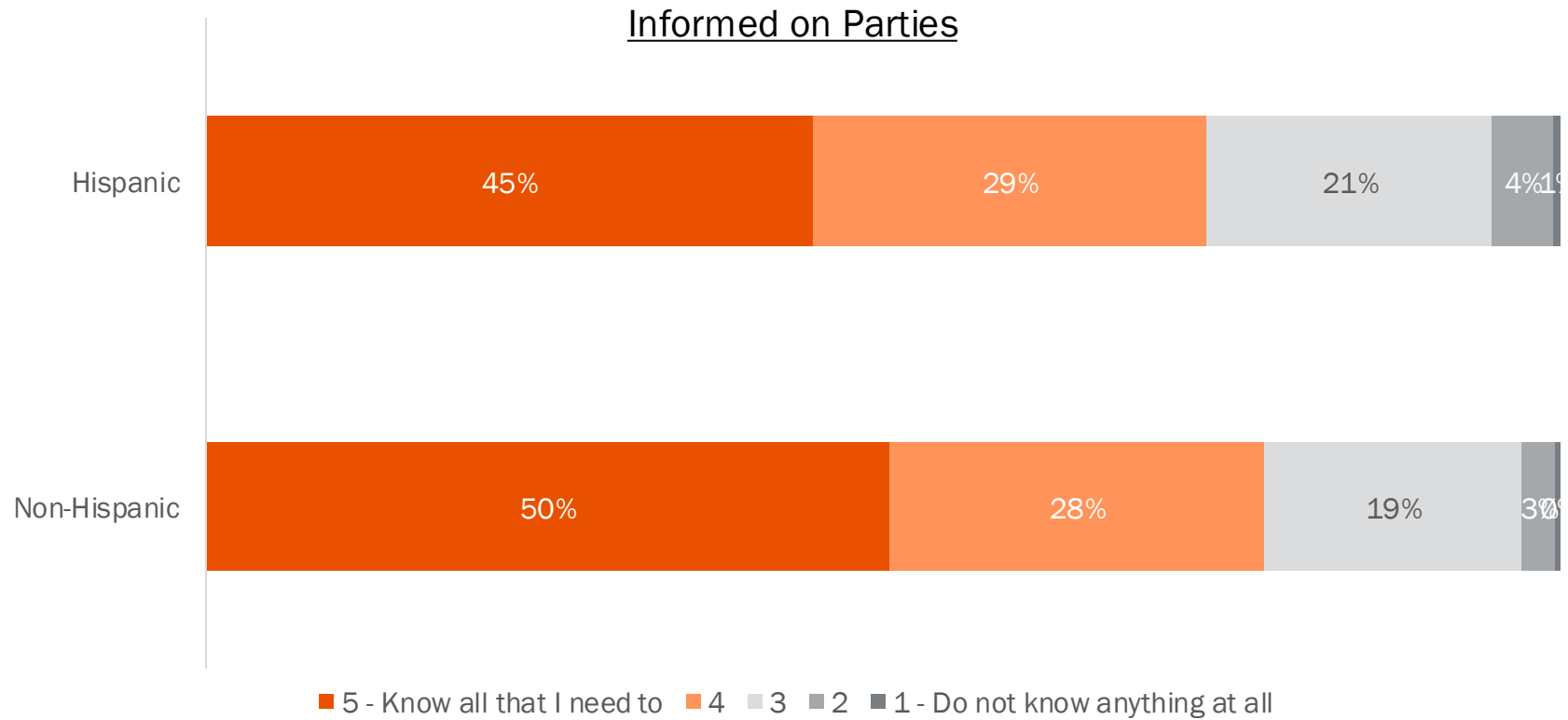
56% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?



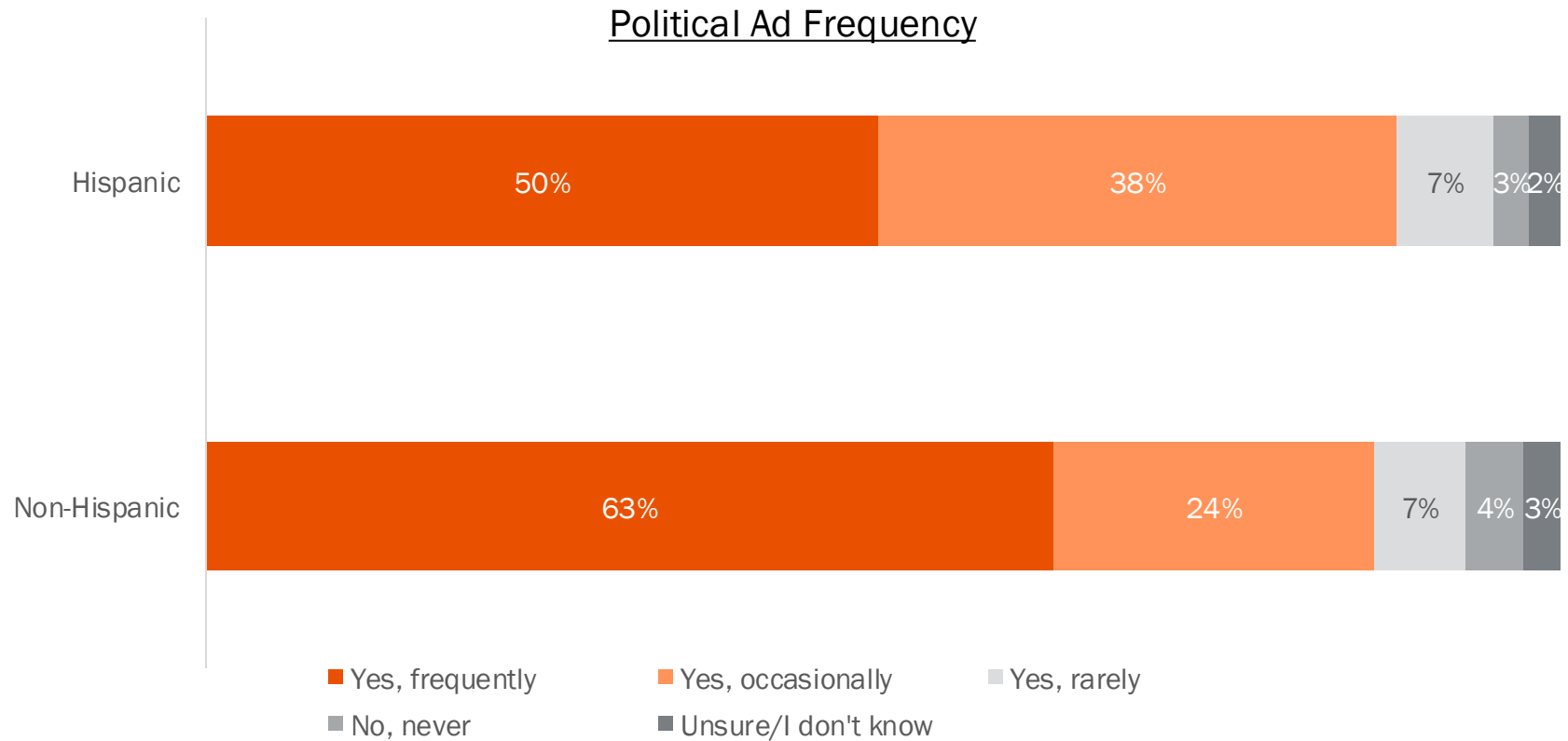
55% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?



48% of Hispanics Occasionally, Rarely or Never See Political Ads

In the last 30 days, have you heard or seen any ads from political candidates or their campaigns in an effort to win your vote?



Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024



Messaging in Spanish is *Powerful* and *Connects*

73%

OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote

63%

OF HISPANICS AGREE

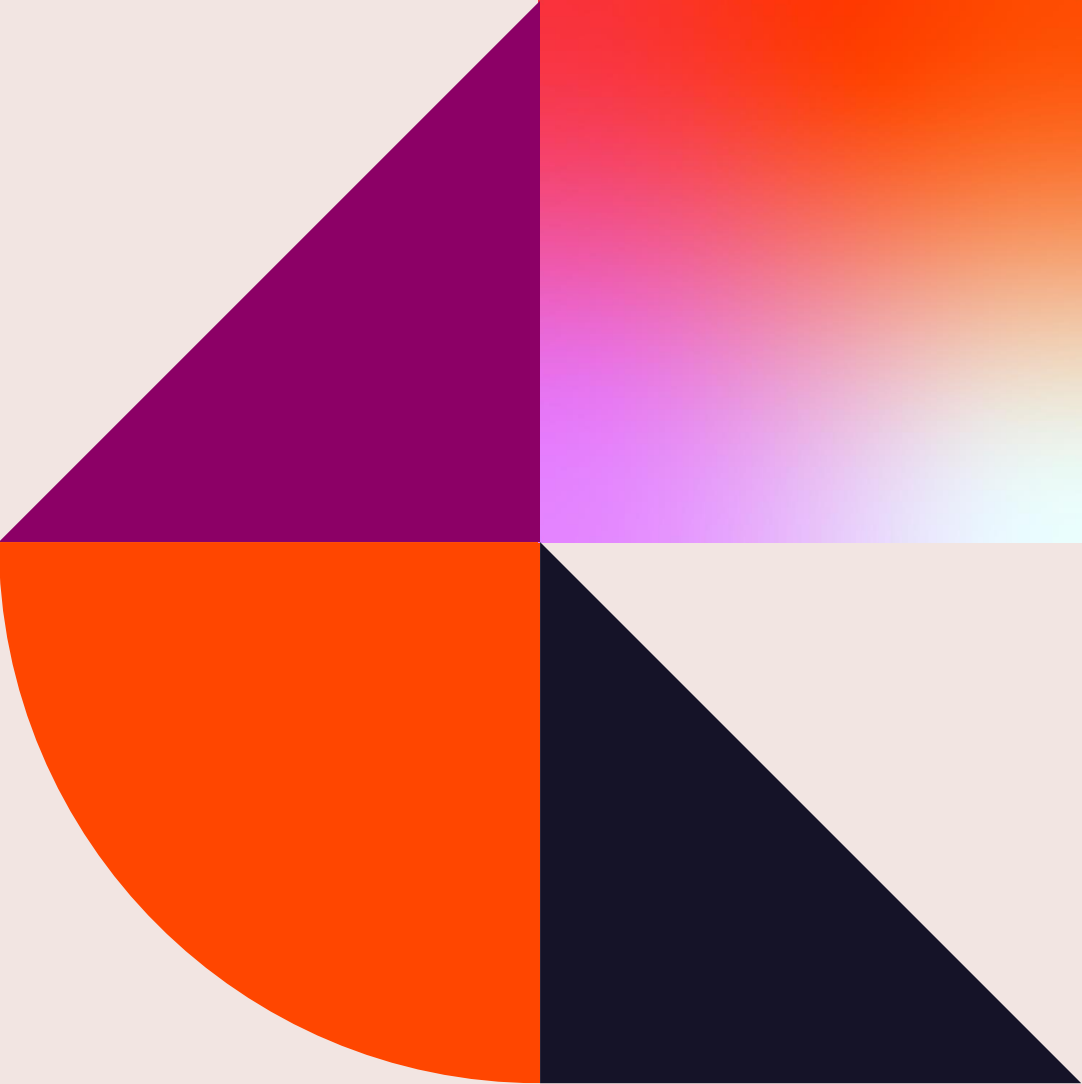
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

61%

OF HISPANICS AGREE

When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*

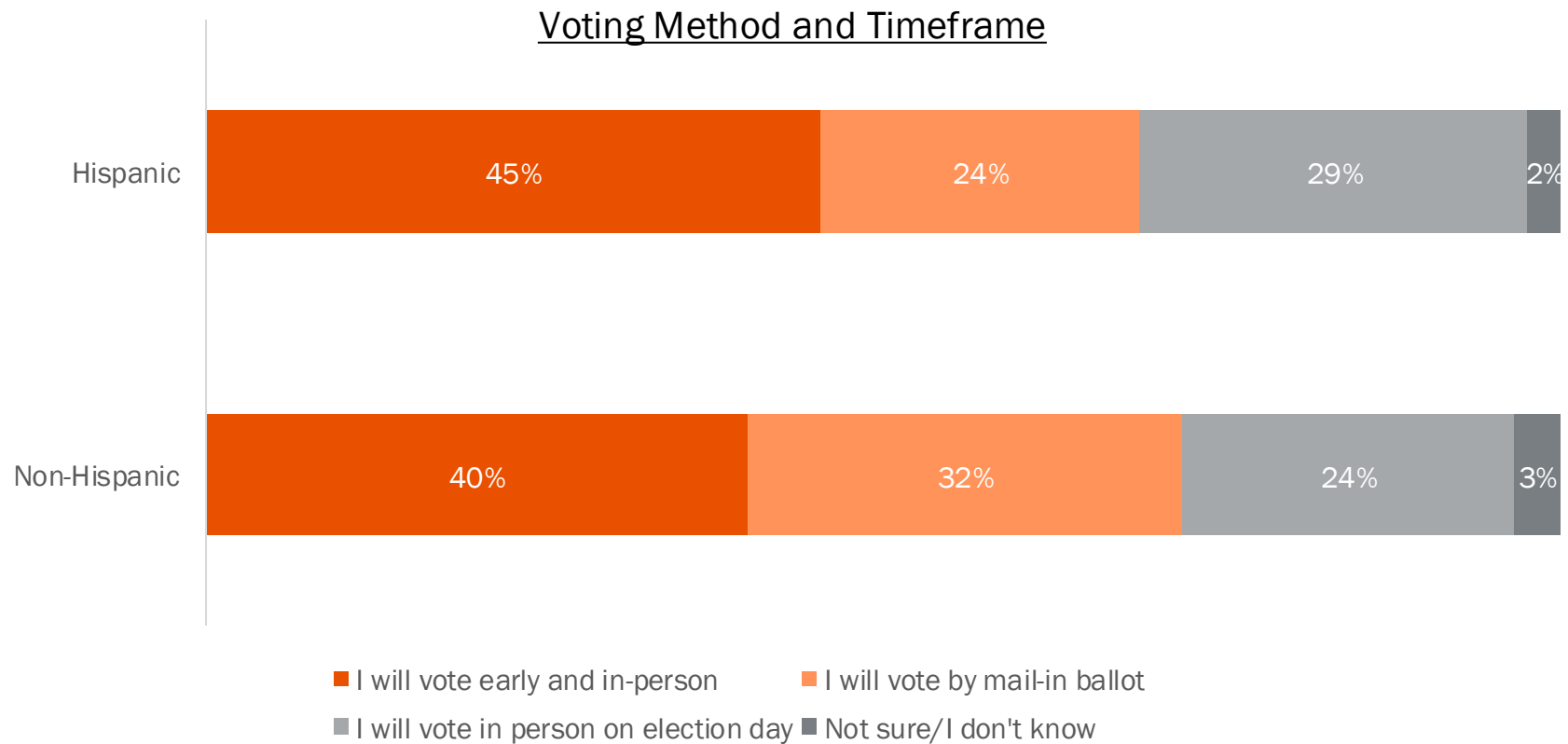
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

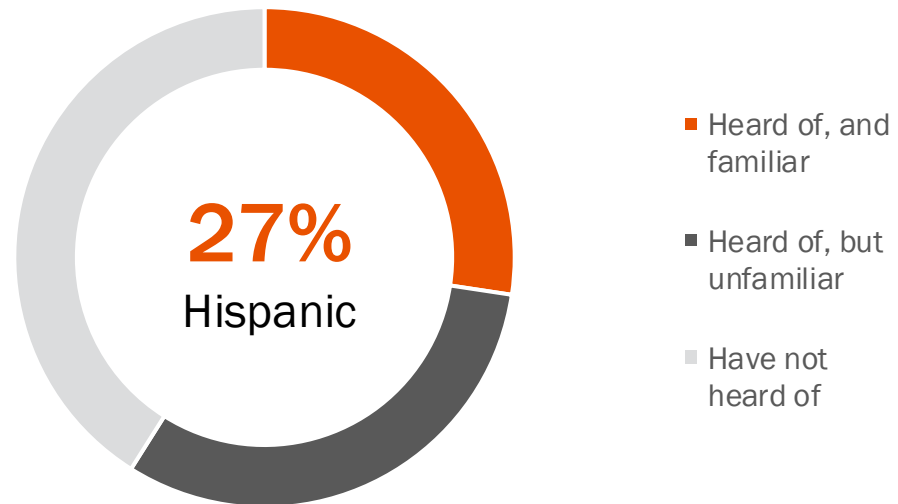
How do you plan to vote in the General election?



Vota Conmigo Familiarity

How familiar or unfamiliar are you with the “Vota Conmigo” campaign?

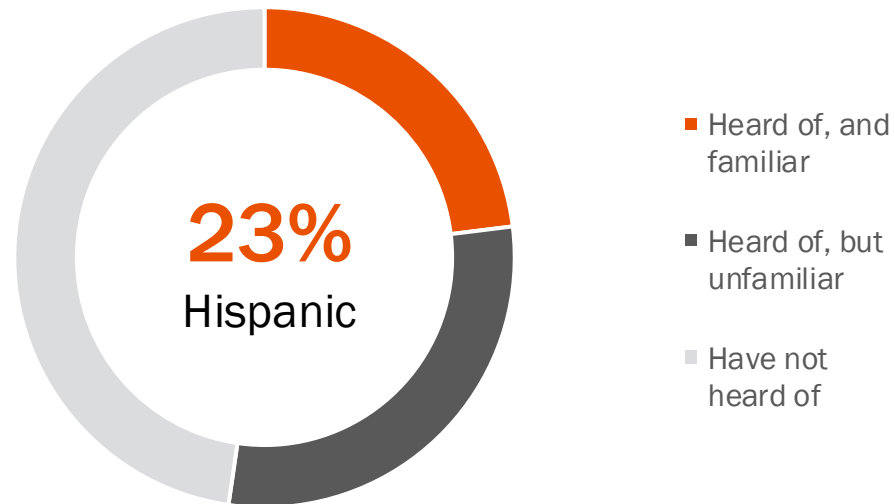
Vota Conmigo Familiarity



Poder Latino Familiarity

How familiar or unfamiliar are you with the “Poder Latino” campaign?

Poder Latino Familiarity





Gracias

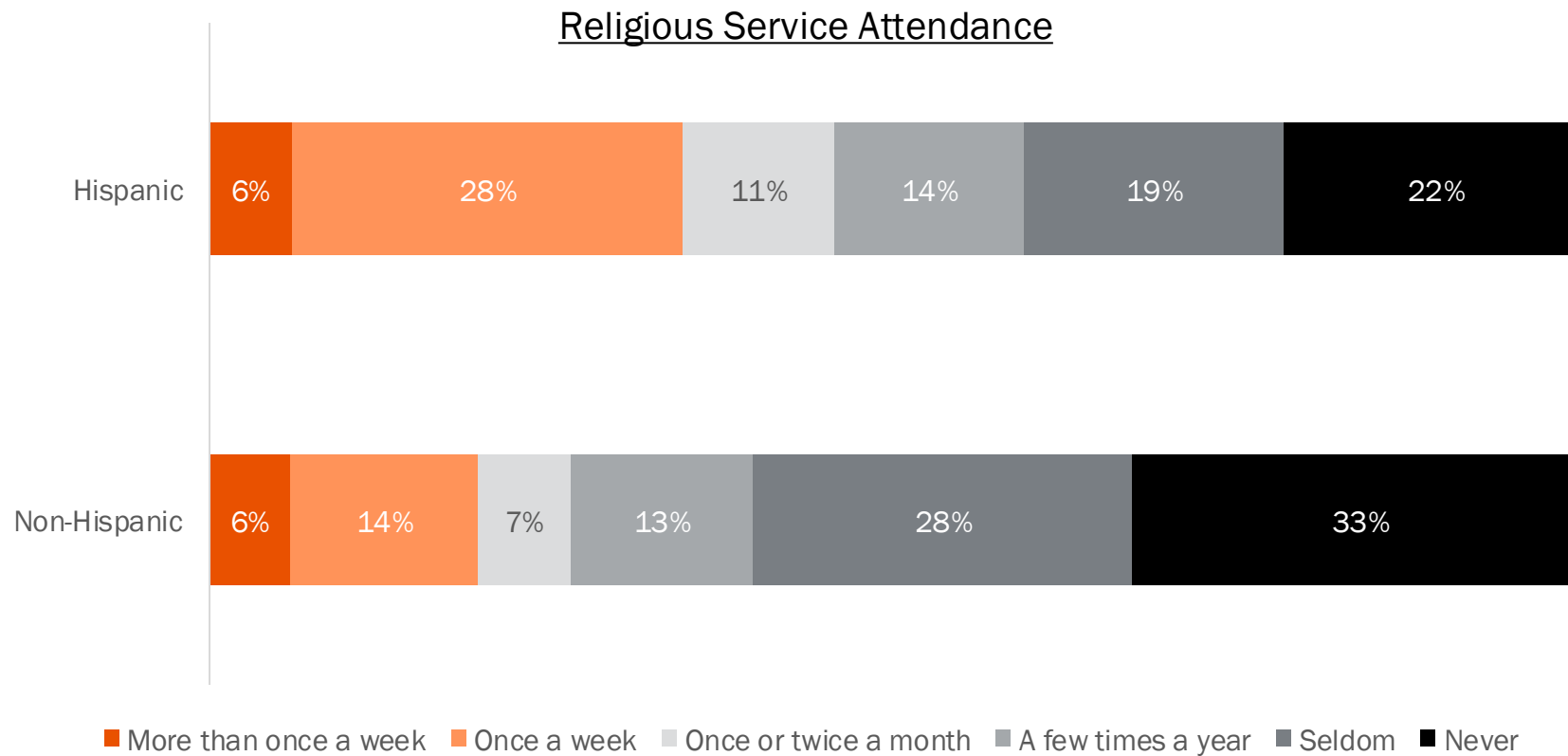
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

Aside from weddings and funerals, how often would you say that you attend religious services?



Political Campaigning

How much do you agree or disagree with the following statements? [Political Campaigning]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	70%	10%	64%	11%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	34%	47%	19%	62%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 2024

Ballot Language Preference

When voting, I prefer to receive a ballot in...

Ballot Language Preference

